## **New Holland in Fercam 2018**



New Holland was present for another year in this unmissable event that is the National Field Fair of Castilla-La Mancha (FERCAM), which this year exceeded 200 exhibitors and which passed, according to the organization, about 120,000 visitors.

They have been Marchante Motor and Agro-mechanic Cano on the part of tractors or harvesting machinery and CEVIT as a specialist of the part of the famous Braud grape harvesters, the official New Holland dealers present at said appointment.

In the large stand that <u>New Holland</u> prepared for FERCAM, customers were able to see first hand the full range of products, which the brand makes available to customers.

Focused on Castilla-La Mancha, the world's leading producer of wine, the brand showed from the T4F, special tractors for the cultivation of vines on trellises, with a width of 1.45m; passing through the TD5, the tractor of simple traction of New Holland, and arriving at the presentation in Spain of the new T6 simple traction, thought for the viticultores castellanomanchegos, that still request a tractor of more than 100 hp with large body and high clearance, to be able to work over the vines in a glass.

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It also showed tractors of the T5 series, perfect for operations with vibrator and shot and Series T6 and T7, with all the transmissions that the brand makes available to customers, such as the Range Command and the award-winning transmission CVT AutoCommand, perfect pair for the packing tasks with the giant packing plant of the brand, the BigBaler Plus with IsoBus 3. In addition, units of the new New Holland tools, a cultivator and a reversible moldboard with 4 bodies were shown.

As for harvesting, for cereal visitors could see first-hand the novelties in the CX Series, with a unit of the CX6 Series, and for the grape, the novelty of this year, the Braud 9050 Plus.

As is customary in this Fair, New Holland wanted to bring customers as always and know their needs and preferences, and raffles were made of models and weekend stays, as well as a GPS team.

The Fair, in the words of the 3 dealers present, was a success in terms of visitors and sales, showing the optimism that reigns in agriculture in the last year, encouraging the brand to make the 59th edition of FERCAM even more successful if fits.

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