New Holland presents its new range more secure and sustainable

By Juan Herrera

The fair Tecnovid 2017, held in Zaragoza from 14th to 17th February, served as a framework for the presentation of the latest news of New Holland in its range of special machines and Grape harvesting.

> With more than 120 years of experience in the sector, New Holland intends with its new tractors to consolidate even more its world leadership and to respond to the growing needs of the professionals of the sector

"We are committed to safer, more sustainable machines that respect the environment," said Rafael Villanueva, New Holland Special Crop Marketing Manager. *One example of this is the development of the Tier 4A engines, which in addition to complying with the most demanding emission standards, ensure greater power and productivity, and lower consumption.* "We are the first to launch it in Spain," Ramón Maya, marketing director for the firm, said.

> The company has introduced to the sector its T4 F / N / V series, which in addition to improving the power and performance of its predecessors, offers advanced cab filtration, a more powerful hydraulic system and a new front lift and PTO package

Features include the availability of a standard front axle or the proven SuperSteer axle with automatic DT, which has been specifically designed to operate safely on difficult terrain and can work between rows of just 1,061 mm. The SuperSteer front axle tractor offers an unrivaled 76° angle of rotation and can reach a turning radius of only 2.9 m for truly exceptional agility.

The new range of TK4 has also been announced, providing more power, comfort and efficiency, and now adapted to the style of the T4FNV family of tractors, maintains its performance leadership in the segment and at the same time raises the bar in comfort and operator safety. It incorporates significant improvements that increase operator comfort and ease of maintenance, but retains best-in-class performance and exclusive features such as the SmartTraxTM, the factory-installed cab and Steering-O-Matic Plus.

Blue Cab 4

New Holland can boast of offering the category 4 protection level in its special harvesters and tractors. And it does so thanks to its cabin Blue Cab 4, *"which provides the safest environment for the operator",* said Rafael Villanueva. Thus, it has been developed to offer the operator unsurpassed protection in accordance with EN 15695-2: 2009 and pressurizing standards EN 15695-1: 2009. "We are more demanding than anyone in the market and Blue Cab 4 multiplies the levels of security required by the regulation itself."

It features an innovative dual filtration system and offers unique features such as the automatic air-cleaning valve to purge the cabin air before the pressurizing and category 4 filtration starts, and the filter management system that Keeps track of maintenance intervals and filter usage.

15,000 units of Braud Harvesters

Another source of joy for the firm is the fact that it has reached the figure of 15,000 units produced from Braud grape pickers. *"It's a milestone in the world of machinery"*, Javier Calvo, responsible for New Holland in this segment, reviewed the history of these machines, started in 1975, when Braud developed its first self-propelled grape harvesting machine, which changed forever the viticulture approach.

Today, these machines are designed, developed and built at the New HollandBraud Center of Excellence in Coëx (France), *which has made this firm the true reference in the mechanization of the vineyards, covering 50% of the market, with innovative approaches aimed at increasing productivity, reducing environmental impact and carbon footprint.*

> Javier Calvo has highlighted New Holland's absolute leadership in the olive sector, a segment that covers almost 100%

"We are proud of the work we have done with machines like 9090X, because without us it would not have been possible to develop the olive sector itself," said Calvo.