

Built Around You

Franco Fenoglio

New Holland Construction Brand Heritage



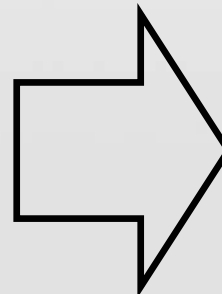
MISSION:

New Holland is a *Global Full Liner* with a key position in the Construction Equipment market and manufactures *Productive, Durable and Safe Equipment* in order to support customers to develop their business

VISION:

Customer Needs and Profitability are our main drivers, *Dealers* are our partners and *Service* is the main driver to build the *Customer and Dealer Loyalty and Trust*

1876 ●————→ 2006



 **NEW HOLLAND**

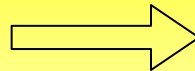
Customer Base and Global Presence



Key Customer Segments

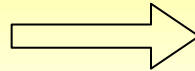
NH Position

Contractors



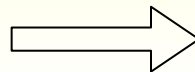
Strong in small landscape contractors in North America and in large general contractors in EU and Latin America

Site Specific



Relevant presence in large quarry and demolition in EU, in Brazil mining and in farm and forestry activity in North and Latin America

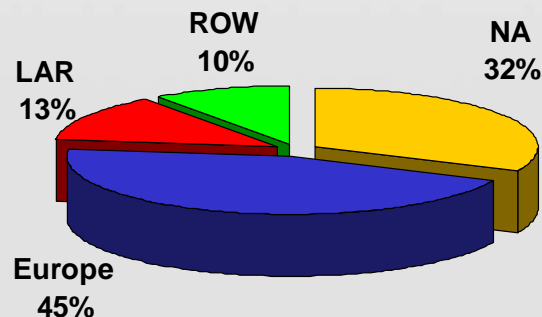
Rental



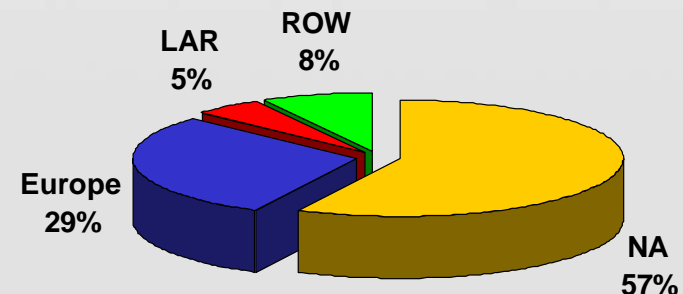
Significant growth opportunity through dealer rental fleets

Sales by Region

Heavy Equipment



Light Equipment



New Holland Construction: a Full Line Manufacturer



**12 Product Families
80 Base Models
Over 600 Configurations**

HEAVY LINE



COMPACT LINE



PRODUCTIVITY

Exceed customers' performance expectations:

- Consumption efficiency
- Dynamic stability
- Digging force
- Cycle time

DURABILITY

Protect customer's capital investment:

- Components and systems quality
- Production and assembly quality
- Easy maintenance

SAFETY

Secure operator safety and respect the environment:

- Comfort, visibility, stability
- Consumption efficiency
- Energy source diversification
- Noise reduction

- *Product Portfolio Enhancement*
- *Brand Building*
- *Customer Focus*
- *Distribution Network Development*

Product Portfolio Enhancement



70% of products renewed and/or refreshed by 2010

- *SSL new Cab*
- *CHEX reduced fuel consumption*
- *All product lines: increased serviceability*



Extensions of key product lines

- *WL 230B/300B*
- *SSL and CTL 175*
- *MHEX 1.8T SR*



Product Enhancement: Crawler Excavators

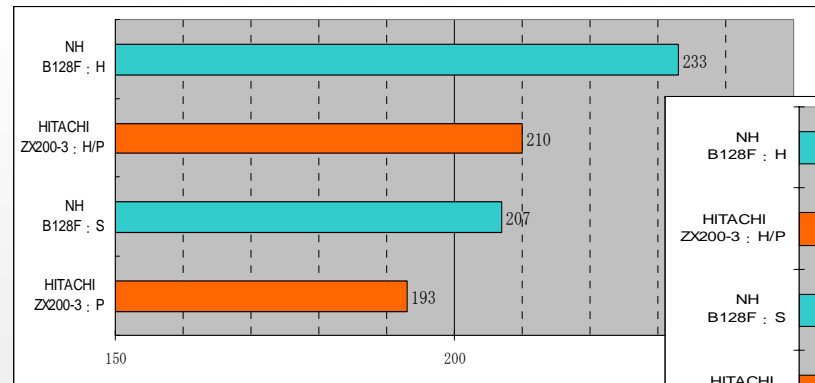


New series Crawler Excavators

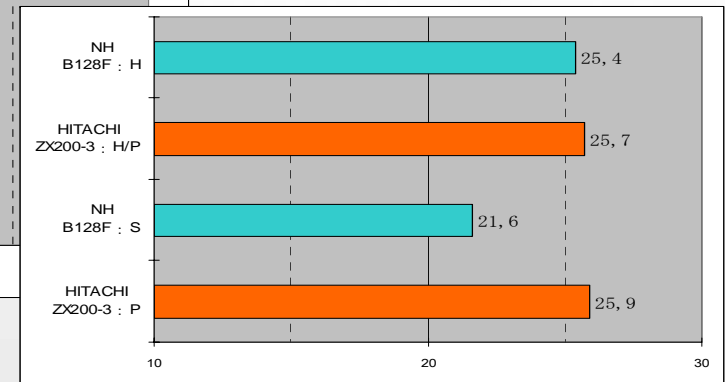
+15% increased productivity

-5% fuel consumption

Productivity per hour (m³/h)

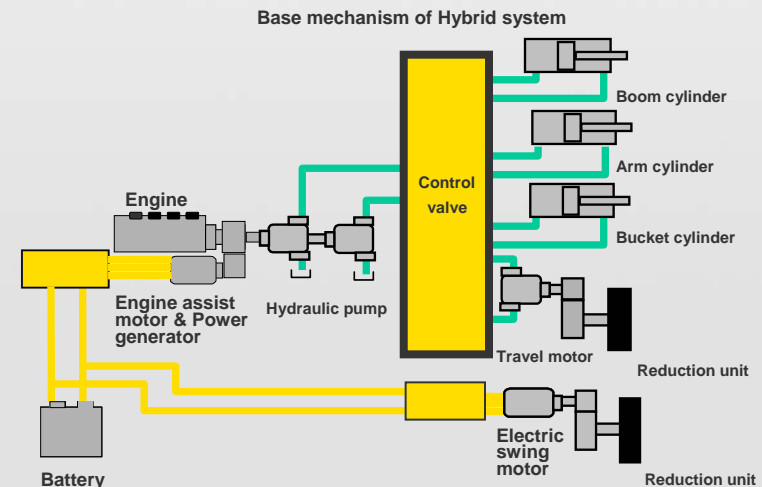


Fuel consumption (l/h)



Development of Hybrid Excavator prototype:

Reduction of fuel consumption and Co₂ emissions by 40% compared with the current model

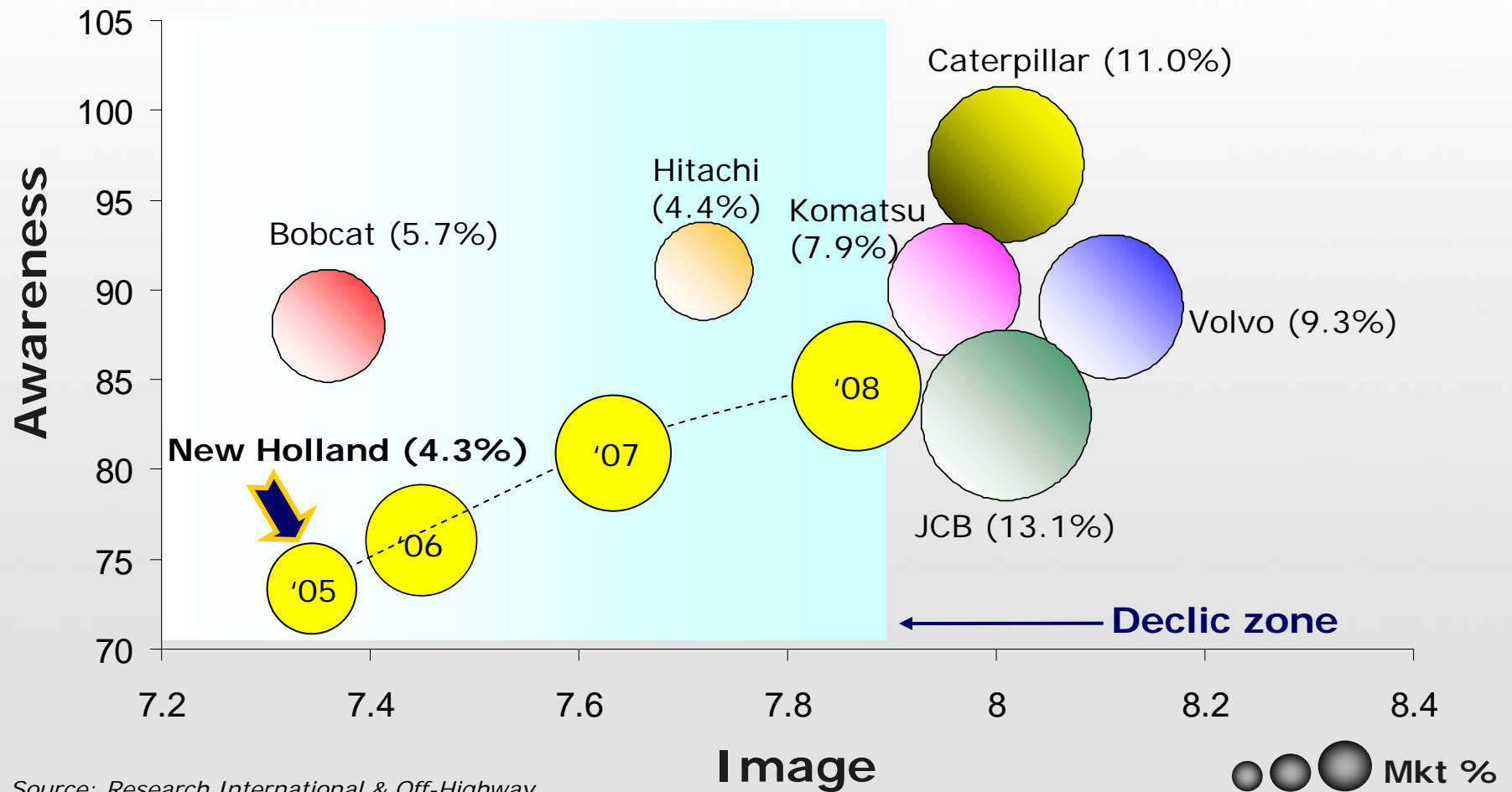


Brand Power



Awareness – Image – Market Share

Europe



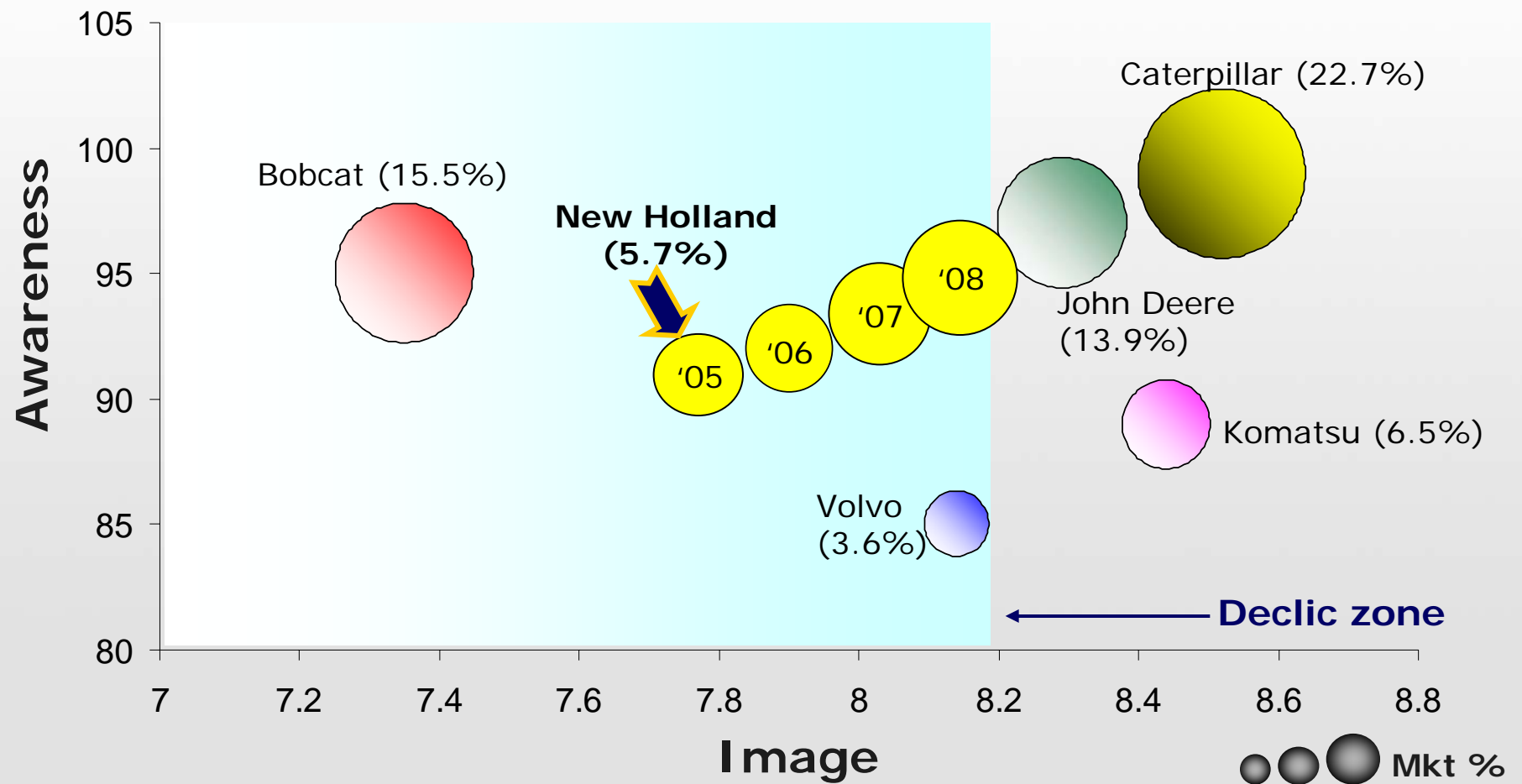
Source: Research International & Off-Highway

Brand Power



Awareness – Image – Market Share

North America



Source: Research International & Off-Highway

Brand Building: Exhibition Example

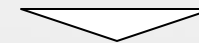


Intermat - Paris

- 2,500 sq. meters
- 13 machines on show
- Over 15,000 contacts

Innovation Area

- Hybrid excavator
- E 215 LC Multifunction
- E 150 Blade Runner



Brand Building: Press Activity



PR Trade Press Activities:

- World of Concrete – Las Vegas 40 editors and publishers in attendance at the press conference
- Intermat – Paris 60 journalists from all over the world participating at the press conference

Free Editorial Coverage:

- 300 clips in nine months (Jan-Sep 2006)

Customer Focus



Continue establishing direct relationship with the customers, in partnership with our dealer network

- **Key Account Meetings** & Opinion Leader Visits
- **Customer events:** open days, demos, plant tours, generating thousands of contacts
- Customers personally exposed to the **top management** of New Holland
- Customer contacts during new **dealer premise opening**
- **Weekly meetings** by dealers/locations with customers and potential end-users, held by local management



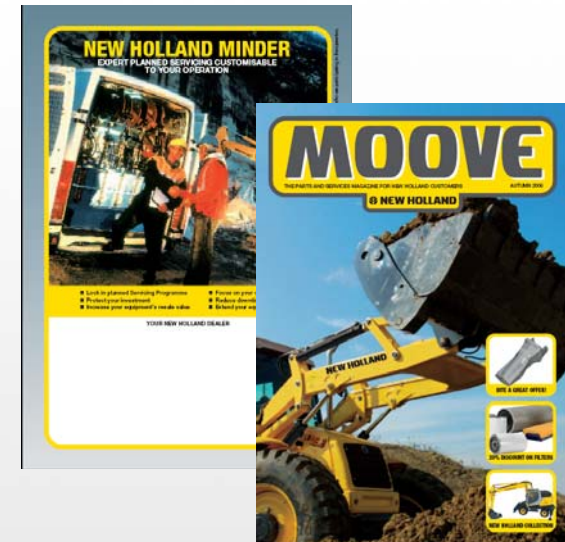
Customer Focus: Services



Product Support

Enhance Service and Customer Satisfaction through professional after-market support

- Service & Maintenance Programs
- Extended Warranty Plans
- Ad hoc training for parts & technical dealers employees



Financial Packages

Sustain Dealer growth and support retail customer financing through tailored Financial Solutions

- Capital Loans
- Used Equipment Finance
- Rent-to-Rent/Buy/Sell
- Subsidized Leasing



Distribution Network Development



*Increase NH Brand
"share of wallet" in NA
from current 30-40% to
50-60% by 2010*

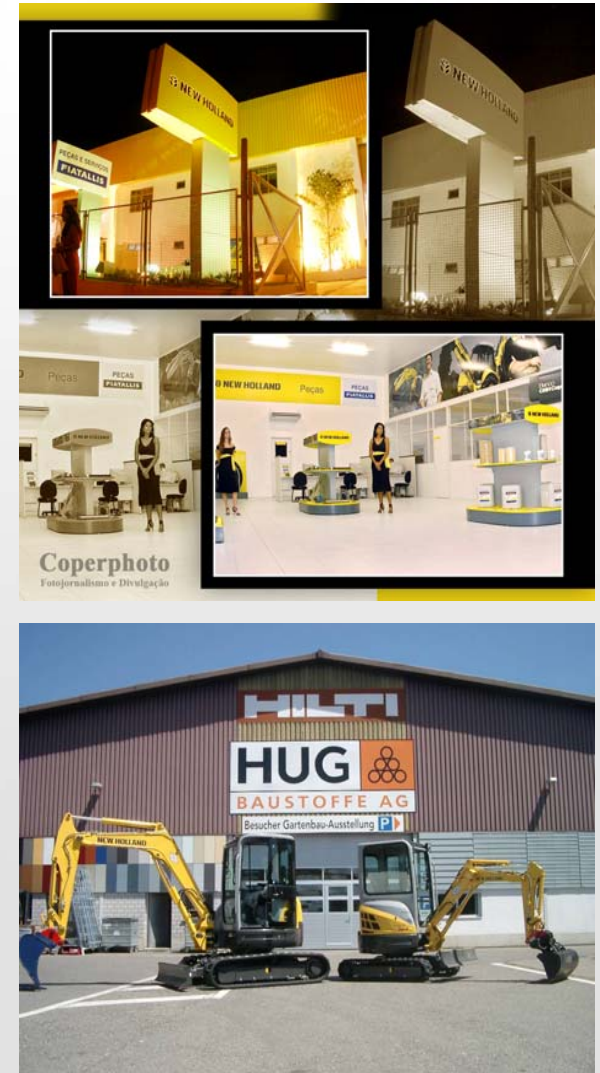
- Timely and quality product launches
- Brand continuity and trust
- Product competitiveness

Enhance dealer quality

- Dealer Standards execution
- Dealers personnel training
- Uptime customer support
- Service excellence programs

*Increase territory
coverage*

- Progressive coverage of high opportunity markets: Middle East, Russia, Asia Pacific
- Improved coverage of north of Latin America
- Increased density for Light Equipment distribution



New Holland Construction Growth Plans by 2010



- Grow revenues at 12% yearly average (+20,000 units)
- Double operating profit percentage on revenues
- Increase market share by 4 pts