



Case New Holland

Leadership in Agricultural Equipment through Product Innovation

Franco Fusignani

Lingotto – November 8 & 9, 2006

Agricultural Equipment Product Development

Worldwide Engineering Footprint: **Major Sites**



Case New Holland

9 Major Sites

Burr Ridge, USA

- Large Tractors
- Compact Tractors
- Consumer Products

Basildon, UK

- Medium Tractors

Zedelgem, Belgium

- Conventional Combines
- Forage Harvesters
- Large Square Balers

Lancaster, USA

- Rotary Combines
- Hay & Forage
- Cotton Picker & Packager

Modena, Italy

- Small Tractors

Shanghai, China

- Basic Tractors

Curitiba, Brazil

- LA Tractors
- LA Combines
- Planters

Ankara, Turkey

- Basic Tractors

New Delhi, India

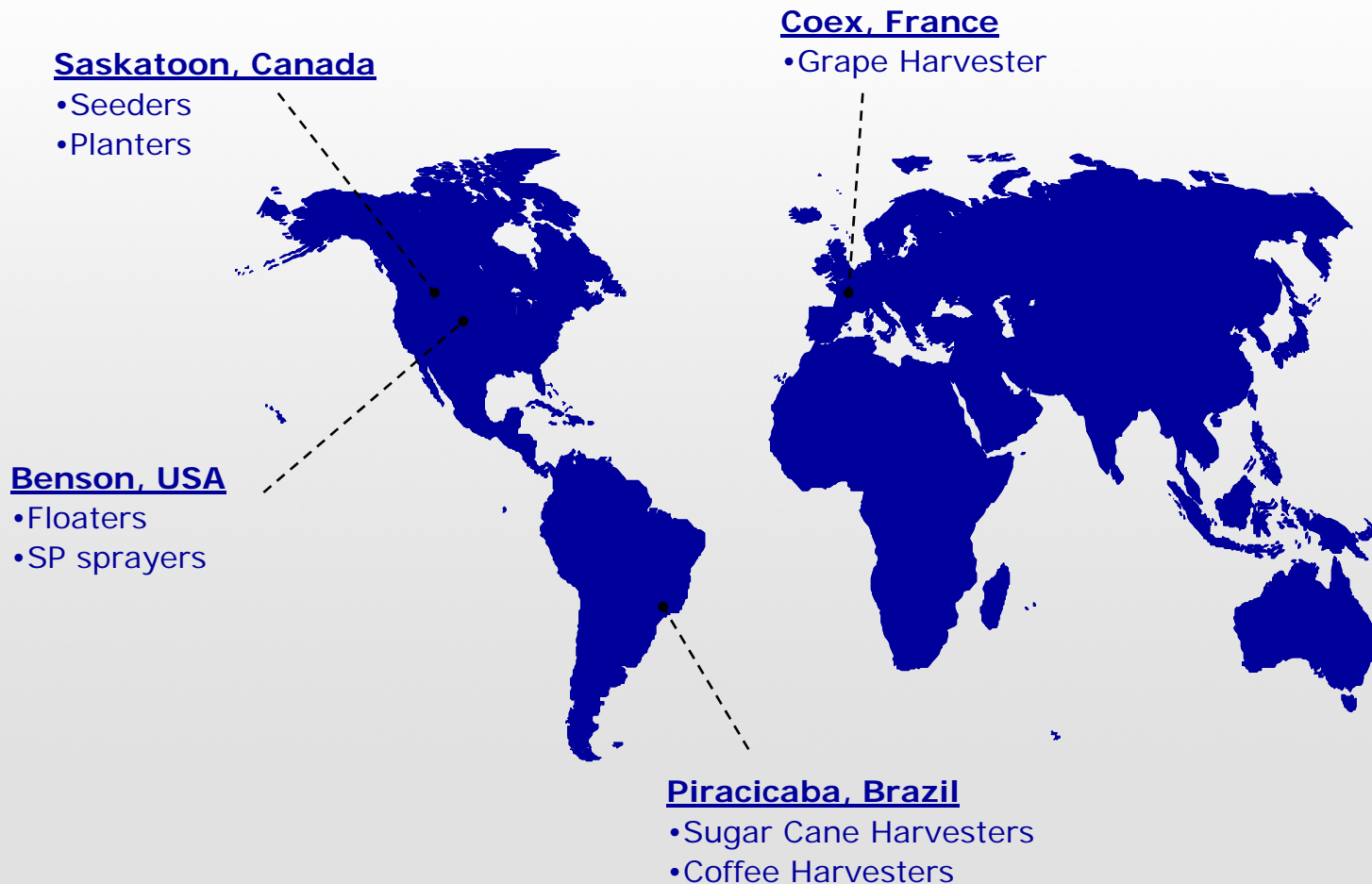
- Basic Tractors

Agricultural Equipment Product Development

Worldwide Engineering Footprint: **Specialist Sites**



4 Specialist Sites






Agricultural Product Offering 2006-2010

Case IH Range vs John Deere



Case New Holland

John Deere

		CASE IH	2006	2008/10	
	Tractors	4WD Tractors	10	12	●
		Cash Crop Tractors	15	18	●
		All Purpose Tractors	13	11	●
		Utility Tractors	5	4	●
		Small Tractors	33	23	●
	Harvest	Specialty Tractors			
		Bi Directional Tractors			
		Grape Harvesters			
		SP Forage Harvester			●
		Hay & Forage	54	45	●
	Specialty	Conventional Combines			●
		Rotary Combines	5	10	●
		Cane, Cotton & Coffee	8	8	●
		Tillage	29	30	●
		Self Propelled Sprayers & Floater	10	10	●
		Planters	28	40	●
		Seeders	10	10	●

Agricultural Product Offering 2006-2010

New Holland Range vs John Deere



Case New Holland

John Deere

		2006	2008/10
			
Product Leadership			
	Tractors	4WD Tractors	6
		Cash Crop Tractors	15
		All Purpose Tractors	13
		Utility Tractors	14
		Small Tractors	78
		Specialty Tractors	17
		Bi Directional Tractors	1
	Harvest	Grape Harvesters	18
		SP Forage Harvester	4
		Hay & Forage	99
		Conventional Combines	22
		Rotary Combines	3
	Specialty	Cane, Cotton & Coffee	
		Tillage	11
		Self Propelled Sprayers & Floaters	
		Planters	12
		Seeders	7

Agricultural Product Development

New Product Launches



Case New Holland

2006



CSX



Patriot
Sprayer



TTA North America



Magnum/T8000

- 9 New Models
- 17 Upgrades
- 5 Product Extension
- 15 Repowering

2007



- 13 New Models
- 10 Upgrades
- 6 Product Extension
- 31 Repowering

2008+



- > 15 New Models
- > 40 Upgrades
- > 20 Product Extension
- > 35 Repowering

Agricultural Product Development

Product Leadership: New Tractors in 2007, Q1



Cash Crop Medium

New Holland T7000 165-210hp



B20 BIODIESEL Compatible
Best power boost range – 25 to 37 hp
Highest power to weight ratio – 28.8 kg/hp
Lowest cab noise 69.6 dBA
Turn Radius – 5.05m
Unique Steering Option: Fast Steer
Superior Ride quality
 Semi active Front axle suspension
 Semi active seat
 Adjustable cab suspension
Scheduled service intervals – 600hours

John Deere 7030 Series



B5 BIODIESEL Compatible
Power boost range – 25 to 30 hp
Power to weight ratio – 31.3 kg/hp
Cab noise 70.6 dBA
Turn Radius – 5.93m
✓ Continuously Variable Transmission Available
Ride Quality
 Passive FA Suspension
 Active Seat suspension
 No cab suspension
Scheduled service intervals – 500 hours

Agricultural Product Development

Product Leadership: New Tractors in 2007, Q4



Cash Crop High

Case IH MX Magnum 330HP



**Superior Performance
except CVT availability**

John Deere 8030 Series



- B5 BIODIESEL Compatible
- ✓ Continuous Variable Transmission Available
- 43HP Power Back Up
- No Powershift available above 305HP
- Turn Radius – 5.1m
- Cab Noise (71 dBa) & Volume (2.7m³)
- Oil Flow (60gpm)
- No slow speed Creeper available with 50KpH
- Serviceability (SAE standard – 265k)

Agricultural Product Development

Product Leadership: Combines



2007/2009



150HP



200HP

300HP

>500HP

- The Best Cereals Combine
- Highest performance Combines
- Broaden Conventional Product Range

New Holland CX/CR versus Claas Lexion



CX8060 versus Lexion 540

Throughput Up to 30% more
Grain tank Capacity + 5%
Unloading rate + 15%

New CR versus Top Lexion 600

Higher hp
Higher capacity
Higher throughput

Conventional Combine Leadership

Agricultural Product Development

Product Leadership: Combines



2007/2009

CASE IH



- The Best Corn/Soybean Combine
- The new Class 7 offering
- Full Product Offer from class 5 to class 9

Case IH vs John Deere Rotary Combines



Class 6 – 2399 vs STS9660:

From equal (2006) to Best in Class hp and throughput +10% (2008)

Class 7 – AFX7010 vs STS9760:

Higher hp and throughput +20% (2007)

Class 8 – AFX8010 vs STS9860:

Throughput in cereals +25% (2006)

Combine Rotary Product Leadership

Agricultural Product Development

Cotton Harvesters: New Concept for Product Leadership



1. Harvest



2. Transfer



3. Unload



4. Pack



5. Haul

1. Harvest



2. Pack & Unload



3. Haul



Cotton Business Impact

- 18% USA Tractors > 140HP

- Cotton Dealer Avg 50% higher Revenue versus Non Cotton Dealer

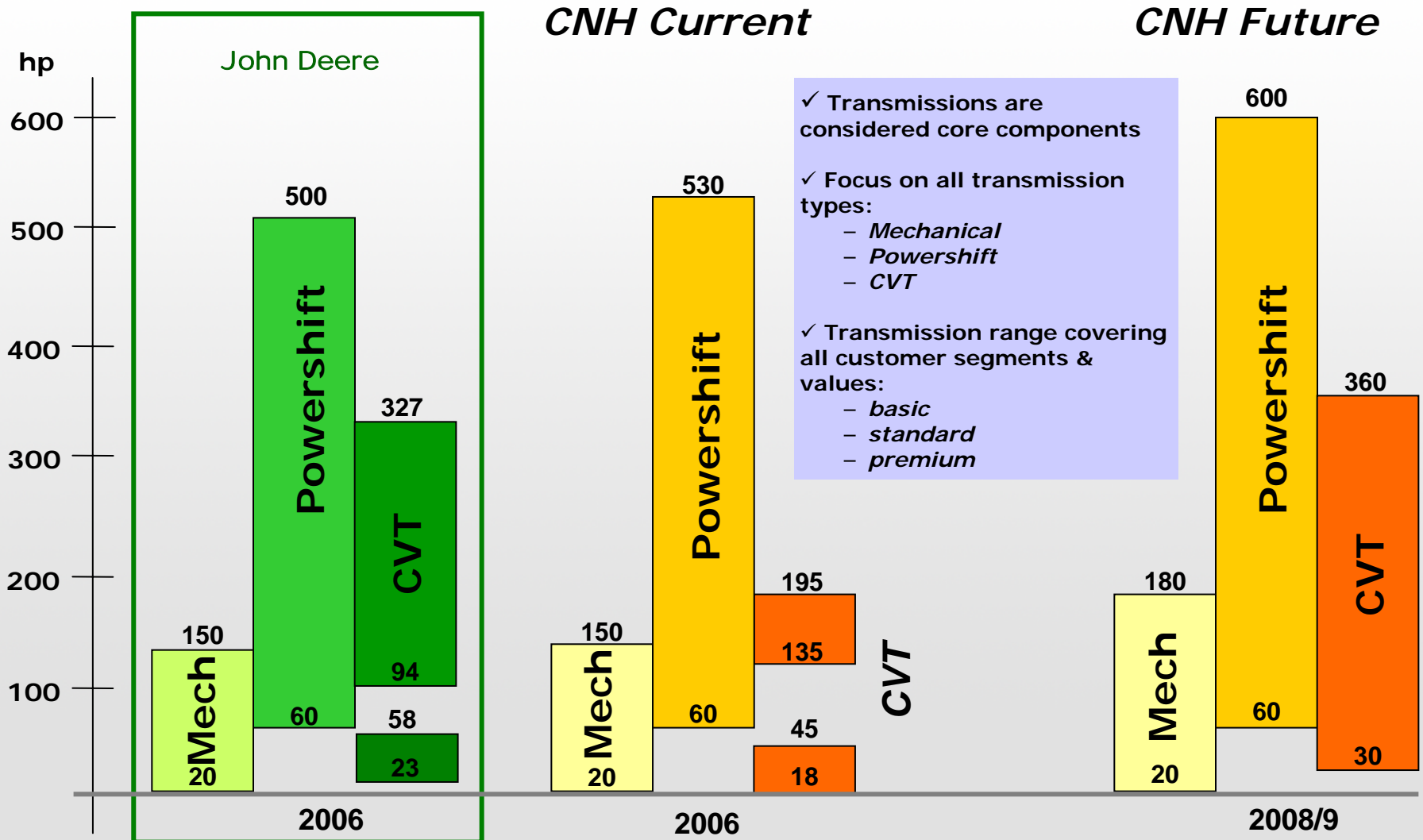
- Cotton Customers buy Combines and Planters

Agricultural Product Development

Product Leadership: Transmission Excellence



Case New Holland



Agricultural Product Development

New Product Priorities



- New technologies
 - ▶ Auto-Guidance, Precision Farming, Telematics
 - ▶ High Speed on Road and Field
 - ▶ CVT Transmissions
 - Reduced Fuel Consumption and use of Biodiesel
 - Better ergonomcy, comfort and serviceability
 - Long term Reliability
- ▶ **Increased Productivity**
 - ▶ **Lower Cost & Industry Supporting**
 - ▶ **Higher Customer Satisfaction**
 - ▶ **Improved Customer Loyalty**



FIAT

GROUP

The logo is centered on a light gray rectangular background. It features the word "FIAT" in a bold, dark blue, sans-serif font. Below it is a thin, dark red horizontal line. Underneath the line is the word "GROUP" in the same bold, dark blue, sans-serif font. The entire logo is enclosed in a thin white border.