



New Holland Rochester, Inc. Awarded New Holland's Highest Dealer Honor

NEW HOLLAND, Pa. (June 2015)

New Holland Rochester, Inc., in Rochester, IN, has been named to New Holland's exclusive President's Club. Membership in the President's Club, the highest company honor that can be attained by a New Holland Agriculture or New Holland Construction dealership, recognizes smart business management practices and superior dedication to customer service. New Holland Logansport, Rodkey Brothers, Inc., Ag Technologies and New Holland Centerville, Inc., were also named to the President's Club. *(Also New Holland Tri-County)*

New Holland President's Club Award winners achieved the highest levels in excellence in facilities, business management, sales, parts and service support, training, and customer satisfaction.

"For the past 120 years, the spirit of entrepreneurship has been a hallmark of New Holland. As a President's Club Award winner, New Holland Rochester exemplifies this spirit in their day-to-day business activities. We're very proud to present this recognition to New Holland Rochester. As a President's Club member, they are truly among the best of the best. Anyone seeking to acquire agricultural or light construction equipment will be well served by these exceptional New Holland dealers who have achieved the highest standards," says Abe Hughes, New Holland Vice President, North America.

About New Holland

New Holland Agriculture and New Holland Construction sell and service an innovative line of agricultural and construction equipment, including a full line of tractors, hay and forage equipment, harvesting, crop production, skid steer and compact track loaders, compact wheel loaders, tractor loader backhoes and mini excavators. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America. More information on New Holland can be found at www.newholland.com/na.

New Holland is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com

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For more information, contact:

Dawn Pelon, Brand Marketing Communications Manager
dawn.pelon@newholland.com 717-355-1084



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