

PRESS RELEASE: November 2009

CNH POWER COMPONENTS

Exhibits for the fourth consecutive time at AGRITECHNICA in 2009

The agricultural world is no stranger to CNH. As one of the largest manufacturers of agricultural and construction equipment the brand seems today to be synonymous with every type of machine that could be involved in modern mechanised farming.

An exhibitor at this show since 2003, CNH Power Components relishes the opportunity presented by Agritechnica to reinforce the position of CNH (Case New Holland) as a source of components for OEM manufacturers. Well established in the industrial vehicle sector as a supplier of drive axles and power train solutions CNH Power Components choose Agritechnica as the spearhead show for their sales drives into the agricultural OEM sector of the Off Highway industry.

“The potential at Agritechnica to forge links with the international marketplace is tremendous” explains Roeland Mortier, the Global Business Manager for CNH Power Components. “As the major European agricultural show Agritechnica fulfils our requirement to reach as many OEMs as possible within a short space of time and gives the opportunity for our customers not only to see and feel the products but to meet with us face to face in a relaxed atmosphere.” This year CNH Power Components will be emphasising their ability to provide cab and vehicle system solutions as well as showing new axle and driveline concepts”

CNH Products on show include the award winning cabin module of the New Holland FR forage harvester plus the newly introduced GR cabin which originates from CNH's well established grape harvesting products. Both of these modules offer an exceptional opportunity for OEMs to provide a world class operator environment to newly developed machinery or upgrade an existing model with the minimum engineering involvement. Also on the Agritechnica will be a complete tractor power train from their New Delhi operations plus components from the CNH drive axle range. These will include the new D35 drive axle and drive steer combination also the well established D15 drive compact vehicle axle set, aimed primarily at the manufacturer of small handling and

earth moving machinery. CNH Power Components are the contact point for all OEMs interested in sourcing any component or system from any of the CNH manufacturing locations.

CNH Power Components is a brand of CNH Global N.V. which is part of Fiat S.p.A.

CNH Power Components offer component products (construction and agricultural) manufactured under the following brands:

New Holland
Case
Steyr

Information regarding any of the above items, the range of components offered by CNH Power Components or the service provided by CNH Power Components to the OEM community can be obtained from the following address: -

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