



New Holland and Biodiesel

The Strategic Importance of Biofuels to Agricultural
Equipment Manufacturers

Topics



- Why Biofuels are important to New Holland
- New Holland's Position on Biofuels
- Biofuel Relationships



Why Biofuels are Important to New Holland



Why are Biofuels Important to New Holland?



Economic value
Revenue generation

- Farmer
- New Holland

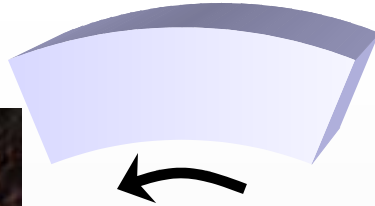
Renewable energy
Environmental impact



Why are Biofuels Important to New Holland?



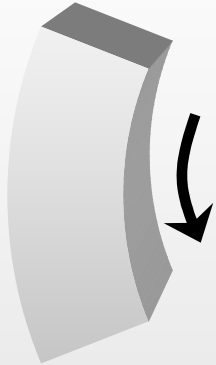
Sun, Soil, Seed



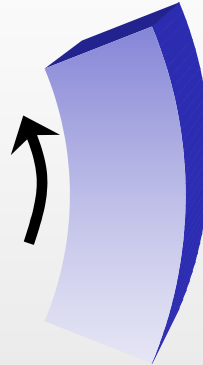
NH Products



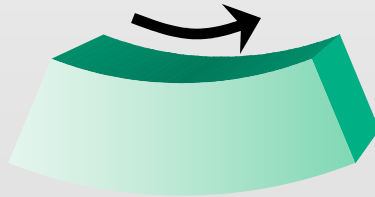
New Holland Products
Plant & Harvest Crops
Used to Produce
Biofuels



Crops



Biofuels



New Holland Products
and Customers Use
Biofuels

Biofuels Support US Farmers



Investment in our customer's future



Expense to our customer with limited return

- non renewable
- outgoing expense
- no return



New Holland's Position on Biofuels



National Biodiesel Board Press Release

Press Release 5/16/06:
"New Holland Becomes First
Equipment Maker to Fully
Approve B20"

*National Biodiesel Board
Applauds Company's
Pioneering Move*

Press Release 2/27/07:
*New Holland Awarded NBB "Eye
on Biodiesel" Award
for Innovation.*



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NEWS

FOR IMMEDIATE RELEASE

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May 17, 2006

New Holland Becomes First Equipment Maker to Fully Approve B20

National Biodiesel Board Applauds Company's Pioneering Move

(JEFFERSON CITY, Mo.) – Ed Hegland, a soybean grower in Appleton, Minn., has waited for this news for years. The maker of his tractor, New Holland, has approved the use of 20 percent biodiesel (B20) in all of its equipment using New Holland engines. It is the first Original Equipment Manufacturer (OEM) to announce full support of B20 in all of the diesel engines that it produces.

"I am elated that New Holland has taken this step to show support for biodiesel, a farmer-grown fuel," Hegland said. "Their customers asked for it, and they listened. I truly hope others will follow suit soon."

The National Biodiesel Board (NBB) applauded New Holland's decision. "This is what we have been working toward for years; a major equipment manufacturer announcing full support for use of high quality B20 in all the diesel engines that they produce," said Joe Jobe, CEO of NBB. "Although other OEMs have taken positive steps toward B20, New Holland is the first to specifically say that they approve the use of B20 in all of their engines. This powerful stand for renewable energy is helping lead us toward a safer, less dependent nation."

"Biodiesel is the future," said Dennis D. Recker, Vice President of New Holland Agricultural Business in North America. "As the availability of fossil fuels becomes a greater problem, we need to look at alternatives. But they must also be cleaner, environmentally friendly alternatives. New Holland is renowned for its innovation and forward-thinking approach, and we are committed to bringing our customers the latest technology and the benefits it brings."

NBB's close work with New Holland and other OEMs was instrumental to the company's decision to support B20. During the past several years, NBB and the diesel engine, fuel injection, and vehicle companies have engaged in extensive biodiesel research and testing programs to develop an informed, fact-based position on the use of up to a 20 percent biodiesel blend in diesel applications in the U.S. (http://www.biodiesel.org/boyingbiodiesel/guide/B20_Fleet_Recommendations.pdf). The effort was based on actual fleet experience with B20 in the commercial marketplace.

New Holland's Biodiesel Milestones

Clean Energy Leader

- **May.06** – “NH Leads the Biodiesel Revolution” – first manufacturer to fully approve B20
- **May.06** – TM Endurance Trial with B100 (France)
- **June 06** – Penn State begins operating NH Tractors with B100
- **Jul.06** – *Clean Energy Leader* communication strategy
- **Jan.07** – NH: the highest number of B100 models in the industry – B100 approval for mechanical tractors
- **Mar.07** – NH biodiesel website and biodiesel corner at SIMA
- **Apr.07** – NH is selected as preferred equipment supplier of Eden Project (UK) thanks to our environmental friendly brand image and biodiesel commitment.
- **Jun.07** – Detailed service and marketing bulleting distributed to dealers with Biodiesel usage guidelines.

Biodiesel power on show



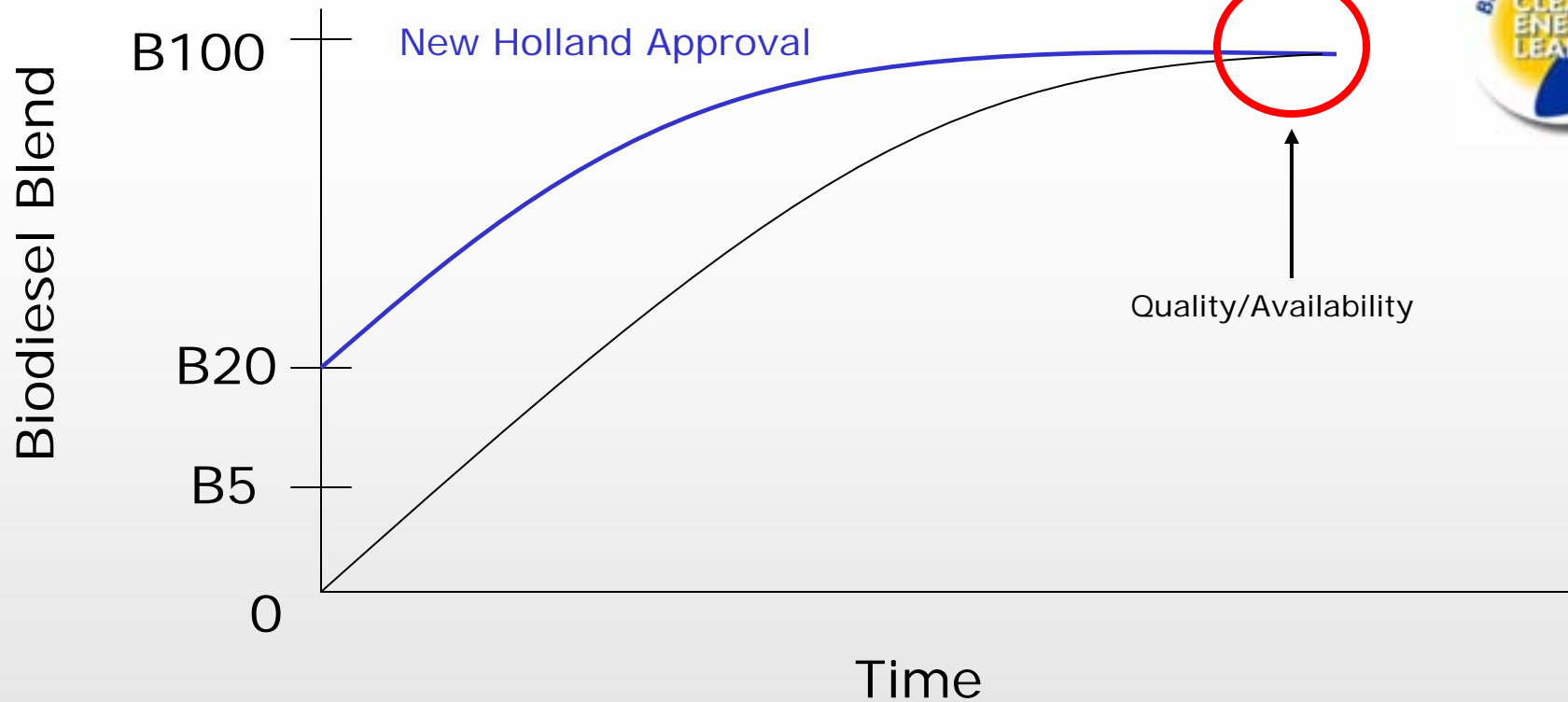
Today



- New Holland has approved the use of up to B20 on all new equipment running New Holland manufactured engines
- 55% of New Holland Tractor models are approved to run up to B100
- New Holland is moving toward B100 approval for all models
- Planning and preparing for factory pre-fill of biodiesel



New Holland's Future = B100 Ready Equipment



When Quality and Availability of B100 is acceptable and consistent, New Holland engines will be ready!

NH Company Fleet Supports Flex Fuel Products



Lorenzo Sistino

New Holland President and CEO



Lyman Dellinger – New Holland Regional Service Manager
“.....Walks the Walk”



Uses blends of up to B100 in his New Holland tractors and 1982 Mercedes diesel automobile

Biofuel Relationships



Biodiesel Relationships – Penn State University



Currently testing New Holland tractors with B100 Biodiesel



Biodiesel Relationships – New Holland Customers



"I am elated that New Holland has taken this step to show support for Biodiesel, a farmer-grown fuel. Their customers asked for it and they listened."

Ed Hegland

Soybean Grower & Biodiesel Supporter,
Appleton, Minn.

Jay Leno's Garage - Joe Jobe, Jay Leno, Gene Hemphill



Jay Leno's EcoJet



"Thanks to the New Holland Company, winner of NBB's 2007 Innovation Award, for their ongoing work to promote biodiesel to Leno and others."

– Joe Jobe, NBB

New Holland – Leading the Biodiesel Revolution



Summary

- For nearly two decades we have recognized the benefits of biodiesel
- We are proud of the relationships we have developed
- New Holland is ready for B100, when the quality is acceptable and consistent and the infrastructure is fully developed.

