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
- Crops
- Biofuels
- NH Products
- New Holland Products
- Plant & Harvest Crops
- Used to Produce Biofuels
- New Holland Products
- and Customers Use Biofuels
Biofuels Support US Farmers

Expense to our customer with limited return
- non renewable
- outgoing expense
- no return

Investment in our customer’s future
New Holland’s Position on Biofuels
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.
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.
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
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
Currently testing New Holland tractors with B100 Biodiesel
“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.
“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
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.