

## New Holland Construction at Bauma Conexpo Africa 2015

Turin, 14 July 2015

New Holland Construction, in collaboration with its South African distributor MB Plant SA, will be present for the second year running at Bauma Conexpo Africa 2015, the International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles that will be held from September 15<sup>th</sup> to 18<sup>th</sup> at the Johannesburg Expo Centre in the Republic of South Africa.



With about 800 expected exhibitors taking up 80,000 square meters of exhibition space and nearly 20,000 expected visitors, the second edition of Bauma Conexpo Africa is well placed to confirm its role as the biggest industry event for the sector in Africa.

“The construction sector holds significant growth potential in the Maghreb and Sub-Saharan Africa, where South Africa remains a key market”, stated Andy Blandford, Vice President CNH Industrial Construction Equipment for Europe, Africa and the Middle East. “But the entire African continent is extremely important for us. With 34 countries having participated in the first edition and the high expectations for this year’s show, we are sure that Bauma Conexpo Africa will serve as a prime opportunity for networking. We will be able to present New Holland Construction’s latest innovations and technologies to our African customers and show how we are able to support them with our products and services built around their needs.”

### A line-up of innovative equipment solutions

The event will offer the opportunity to see a rich selection of units from New Holland Construction’s equipment offering. The spotlight will be on its backhoe loaders and skid steer loaders, which are trademark product lines of the company in African markets.

Two entry-level **97hp B90B backhoe loaders** will be on display to represent the company’s renowned range of backhoe loaders. Combining the power of a wheel loader with the performance of an excavator, the versatility and compact size of these machines make them the ideal solution for a wide variety of applications. New Holland Construction backhoe loaders have been specifically designed to deliver impressive traction and performance together with exceptional fuel efficiency.

New Holland Construction **200 Series skid steer loaders** deliver a huge performance and manoeuvrability in a compact size without compromising comfort or safety. For over 40 years, equipment operators around the world have trusted these machines to tackle even the toughest jobs in many diverse applications, including construction, landscaping and agriculture. To date, more than 200,000 New Holland Construction skid steer loaders have been produced and have deservedly become synonymous with best-in-class productivity, superior stability and powerful hydraulic system.

The company will also showcase its heavy-duty C Series of crawler excavators with a 23-ton E215C unit. The **E215C crawler excavator** is designed to deliver the ultimate reliability and durability that customers expect. The long undercarriage provides dynamic stability and safe performance on all terrains. This exceptional stability and its optimal weight distribution enable the operator to make the most of the E215C's superior breakout force and lifting capacity. Combining highly advanced electronic technology with a sophisticated hydraulic system, the E215C crawler excavator maximises performance and optimizes fuel consumption according to the job requirements.

The massive pushing power and high precision of New Holland Construction graders will also be represented on the stand by the **top-of-the-range F200B motor grader**. With a powerful and fuel efficient engine, heavy-duty axles and its unique design with the cab at the rear, the F200B provides impressive pushing power and is capable of tackling even the harshest conditions and the biggest jobs, when high power and a high traction capacity are needed.

Completing the display will be a **W190C wheel loader** and the

. New Holland Construction wheel loaders are designed to give the biggest bucket payload in the industry and to get the job done with fewer loading cycles: with just 3 passes the W190C can load a 19.2-tonnes payload truck. Also on the stand will be the company's telehandlers, masters of versatility that stand out for their performance, safety, and cost efficiency. Their outstanding stability and manoeuvrability, powerful traction and breakout force drive productivity to new heights while the perfect visibility to the top of the arm fully raised allows to operate in complete safety.

African customers demand robust construction machinery to get the job done even in the most extreme conditions. New Holland Construction equipment solutions are built around the customers' needs for productivity, reliability, safety, and fuel and cost efficiency. New Holland Construction's wide offering makes it the ideal choice for a variety of operational needs, including specific applications for key industry sectors such as infrastructure, residential building and mining.

### **Giving customers the confidence of a comprehensive support from a trusted partner**

In partnership with MB Plant SA, its official distributor in South Africa, Lesotho and Swaziland, New Holland Construction supports customers for the full life cycle of their equipment, from sales support and qualified product knowledge to after-sales services, technical trainings and timely parts supply.

“With regional offices located in Johannesburg and Durban, a new fully operational office in Cape Town and a growing network of branches and dealers, MB Plant SA is able to provide comprehensive services and technical support to its highly diversified customer base throughout the country and Southern Africa,” stated Franco Invernizzi, Africa and Middle East Business Director. “In other African markets we provide the same level of support through strong importers – for example, Rex Quip in Namibia, Ivecar in Angola or Achelis in Kenya and Tanzania.”

You can download text and high-resolution videos and image files (JPG 300 DPI, CMYK) for this press release from our website: [www.newholland-tools.com/press-kit](http://www.newholland-tools.com/press-kit).

*New Holland Construction is a global construction equipment brand, with a network of 800 dealers and more than 2,100 outlets in 100 countries. The company brings together the strength and resources of its worldwide commercial, industrial and finance organizations. Thanks to the experience of its foundation heritage brands, New Holland can proudly point to quality, technologically state-of-the-art products that are fully compliant with safety standards and environmental regulations. More information can be found on line at [www.newholland.com](http://www.newholland.com).*

*New Holland Construction 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](http://www.cnhindustrial.com).*

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