



Smart thinking. Smarter production.

New Holland builds reliable, efficient equipment to help you get more value from every acre and be ready for any challenge that comes your way.

That kind of smart design and thinking is a distinct part of our heritage. For over 110 years, New Holland has been forging a history of innovation in agricultural equipment - from the first freeze-proof engine to the world's first automatic self-tie square baler, from the first rotary combine to today's hydrogen-powered tractor that brings energy-independent farming within reach.

Whether for hay and forage, harvesting, crop production or material handling, New Holland offers complete - and smart - solutions to maximize your production and profitability.



American Ethanol is powering NASCAR.

American agriculture's landmark new partnership with NASCAR® is much more meaningful than any typical sports sponsorship. We have a shared passion for high performance, a stronger America and a cleaner environment.

Led by Growth Energy, more than 100 different entities - from farmers and state corn growing boards to ethanol producers and biotech companies - are working with NASCAR to introduce a cleaner-burning fuel to America. E15 fuels like Sunoco Green E15, which is unleaded gasoline blended with 15% ethanol, will support jobs in America's heartland.

The transition partnership with American Ethanol takes NASCAR's environmental commitment to the next level. American Ethanol, a renewable source of cleaner burning energy from the bounty of America's farmers, helps create new green jobs and a renewed sense of pride for the American worker, while helping to achieve greater energy security for our country.

Since the 2011 season, American Ethanol has been an integral partner in NASCAR green efforts, linking millions of American farmers with the sport of NASCAR.



OFFICIAL AGRICULTURAL EQUIPMENT OF NASCAR

www.newholland.com/na

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PRODUCER'S CLUB

SUPPORTING YOUR INVESTMENT IN A CLEANER, MORE ENERGY-INDEPENDENT FUTURE.



New Holland is now the **PREMIER EQUIPMENT PARTNER** to Growth Energy and American Ethanol.



As the world's leading manufacturer of Clean Energy and Tier 4-compliant tractors and harvesting equipment, New Holland has partnered with Growth Energy to support your investment as a Growth Energy member grower who's committed to a cleaner, more energy-independent future.

Through this partnership, New Holland becomes the premier equipment partner to Growth Energy and the 79 Growth Energy-supported ethanol plants in the U.S. – and the only equipment manufacturer providing direct financial investment in Growth Energy, American Ethanol and you.



New Holland, together with our dealers, is dedicated to helping you power American Ethanol and to strengthening your livelihood.

Benefits to you as a member grower.

The New Holland and Growth Energy alliance is focused on your operation and supports your role in our country's energy future. Here's what the New Holland American Ethanol Producer's Club means to you as a member grower and ethanol-plant stakeholder.

"No Hassle" pricing on the equipment you need.

To help you power American Ethanol, New Holland is making available preferred customer pricing on our full range of equipment, everything from Tier 4-compliant T7 tractors to high-productivity CR combines. This pricing is the best available, saving you thousands of dollars on our premier line-up of equipment.



New Holland is investing in your livelihood.

More important, when you buy qualifying New Holland equipment, New Holland will provide direct financial support for the Growth Energy message promoting American Ethanol. This investment is a reflection of our commitment to helping you move America away from its dependence on foreign oil and toward the efficiency, reliability and affordability of homegrown ethanol-blended fuels. An investment in New Holland equipment is an investment in your livelihood and economic stability for farmers and farm families.

The power and reach of Growth Energy.

Growth Energy represents 79 producer plants and 50,000 growers and, since November 2008, has served as the leading voice for the ethanol industry. Fueled by a desire to reduce America's dependency on foreign oil, Growth Energy is working to raise

broad public awareness of the opportunity home-grown ethanol offers. Growth Energy represents the producers and supporters of ethanol who, with great pride, feed the world and fuel America in ways that achieve energy independence, improve economic well-being and create a healthier environment.

Growth Energy is:

- Providing greater access to fuel markets
- Forming legislation to ensure a growing, stable ethanol industry
- Educating consumers on why ethanol is essential
- Working to create positive change throughout the world
- Nurturing the spirit of innovation in our industry

Driven by the belief that ethanol will stimulate the growth of sustainable agriculture worldwide, Growth Energy is bringing new ideas and new technology to market and is providing a voice to growers, the true pioneers in the industry.

Visit your New Holland dealer and learn more about the many benefits to you of our partnership with Growth Energy – and how New Holland can help you power American Ethanol.

