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New Holland Ag Will Use SCR Technology to Meet Tier IV Regs

NEW HOLLAND, PA (February 25, 2010) -- As the Clean Energy Leader, New Holland has been pioneering the use of biodiesel in agricultural machinery since 2006, and is currently researching the most advanced technologies. The Brand developed the award-winning NH2TM tractor, the first to use hydrogen fuel cells, and the Energy Independent Farm concept, therefore exploring ways to enable farmers to reach zero emissions and energy independence in the future.

In the meantime, Tier 4A emissions regulations will become a legal requirement in 2011 for medium- and heavy-duty engines above 174hp (130 kW). Once again New Holland intends to be at the forefront of the industry, with ingenious solutions that make farming easier and more efficient while respecting the environment.

"We believe that a one size fits all approach just won't work in modern farming," explains Pierre Lahutte, Director of Global Marketing and Communication for New Holland Agriculture. "We are committed to integrating the best available engine technology for every machine and operation." So, New Holland has adopted SCR (Selective Catalytic Reduction) technology for machines with engines above 100 hp and CEGR, Cooled Exhaust Gas Recirculation, for engines below 100 hp.

These solutions have been developed in partnership with Fiat Powertrain Technologies who are the environmentally friendly engine pioneers. They have already produced over 100,000 Cursor and Nef engines that effectively use SCR technology. Throughout this process, the technology has been continually developed and refined. This has resulted in a reduction in operating and maintenance costs, while increasing productivity and meeting emission requirements at a competitive price.

SCR is an after-treatment system that's separate from the main engine function and does not compromise horsepower or torque. It does not interfere with engine performance, but actually improves it. The SCR system uses a catalyst that treats the nitrogen oxides contained in the exhaust gas with an odorless mixture of chemical urea and purified water, transforming them into harmless water and nitrogen. The system is easy to use and simply requires the operator to fill the additive tank. The additive will be available through an extensive distribution network, and can conveniently be stored on the farm.

"SCR will be further developed to guarantee our customers the most reliable, cost-effective and state-of-the-art products, when future, ever more stringent emission

regulations are introduced for the agricultural industry," says Pierre Lahutte. "By using SCR technology beginning in 2011, New Holland has invested in research and development now that will be invaluable in helping us to achieve final Tier 4B requirements. Having compliant technology now allows us to keep our research investments focused on developing the next generation of agricultural machinery that will redefine the efficiency, comfort and performance that farmers demand."