

NEW HOLLAND ROCHESTER AND AG TECHNOLOGIES OPEN HOUSE
TUESDAY, FEBRUARY 24, 2015

ACTIVITIES START AT **9:30 am**, Lunch Served from 11:00 am to 1:00 pm

Located at New Holland Rochester, 1260E 100S, Rochester, IN

Best parts discounts of the year - see details enclosed - call Corey, Tim or Molly for help with early orders at 800-327-5936 or Chayse at Ag Technologies Inc (574-224-8234)

Extensive Equipment Displays, Hot Meal, Lots of Vendors, Live Radio Report (WROI), Door Prizes, Dealer Personnel and Factory Reps to visit with - All at our CUSTOMER APPRECIATION event!



ATTENTION LIVESTOCK AND CASH HAY PRODUCERS!

HAYTOOL CLINIC AT NEW HOLLAND ROCHESTER
MONDAY, FEB. 23, 2015 AT 7:00 PM!

Presentations on new model changes from New Holland Hay and Forage Specialist Robert Hendricks! Preservative options from industry leader Harvest Tech! Twine/Net information from New Holland Specialist Wayne Krom!
If you do hay and forage you don't want to miss this event!
REFRESHMENTS WILL BE SERVED!



Come to Open House on Feb. 24 to see this latest innovation from New Holland. Nobody offers our long wheelbase or the better ride it brings and nobody offers the unique combination of ride, traction, and compaction-fighting floatation like New Holland does. See it for yourself on Feb. 24th!



Kinze has just announced **KINZE CASH** to help you own the best at a great price! This program goes through March 31. Call us and/or come to Open House for details! Discounts up to **\$25,000.00** on the best planter on the market. Own a Kinze planter and want to update it to the new meter? Kinze now lets you improve the value of your planter by offering this new meter conversion for prior model planters! We have the details and we'll be ready to show you how you can have new-planter technology for a fraction of the cost!



THE DRONES ARE COMING!

There are 'toy drones' and AG INDUSTRY DRONES!

We sell drones to help you be more profitable. Come to Open House and talk to our reps about why you want to own a drone - one you can use at making your farm profitable!



Dear Customer,

We are offering a break from Winter weather with our annual OPEN HOUSE on Tuesday, Feb. 24. Come and join us and for a hot meal, lots of equipment, vendor displays and a chance to visit with your friends and neighbors. The weather outside may be cold, but the temperature inside will be friendly as always at this CUSTOMER APPRECIATION day.

New this year from New Holland is our T8 track tractor. This unique design featuring the industry's longest wheelbase paired with 'half-track' modules to replace the rear duals was one of the most talked about machines at Winter farm shows. We can't wait to get it in the field this Spring and experience the difference in traction and floatation that doubling the rubber on the ground affords. Come to Open House to check it out.

Our vendor and machine displays include New Holland, CNH Capital Finance, Kinze, Kuhn Krause and Kuhn Knight, Grasshopper, Solar systems and representatives from support organizations for finance, parts and service, and product service. We believe you will have more opportunity to visit with company folks at our Open House than any other in this area. We appreciate our customers' business, and this annual event is one of our efforts to bring the customers, our dealership, and vendors closer together.

Our annual parts specials – with discounts of up to 20% on regularly priced parts and higher discounts on special items – is again a focus of Open House. Check out the details enclosed with this letter and you'll see unbeatable deals such as our Diesel Exhaust Fluid (DEF) as low as \$1.39/gal and other items you need for the 2015 season.

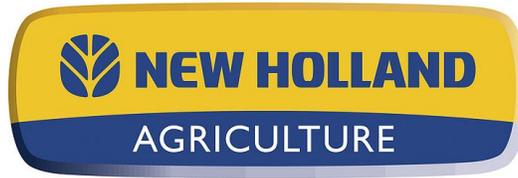
If there is any item in agriculture that is taking the spotlight for innovation, it is Drone technology. Our Ag Technologies folks will be on hand to display our Precision Drone and to answer your questions about the product and the difference between a drone for improving your farming effort and a drone for entertainment. Bring your appetite for food and information and we'll satisfy both!

There is more information on Open House enclosed within, but you will have to come to Open House to see it all because there is so much we will have on hand it cannot all fit in this mailing. One thing that is in the mailing is our sincere appreciation for your business – but you will have to attend to enjoy the hot meal, door prizes, etc. that are part of our effort to show that appreciation.

Call us with any questions you may have about our specials and displays, and then come to see us for this CUSTOMER APPRECIATION event on Tuesday, Feb. 24th at New Holland Rochester!

Sincerely,

Employees of New Holland Rochester and Ag Technologies Inc.



OPEN HOUSE PARTS SPECIAL!

FEB 23RD – 28TH



STOCK UP ON PARTS FOR YOUR EQUIPMENT TODAY!!

RECEIVE A 10% DISCOUNT ON PARTS ORDERS FROM \$100-\$499

RECEIVE A 15% DISCOUNT ON PARTS ORDERS FROM \$500-\$999

RECEIVE A 20% DISCOUNT ON PARTS ORDERS FROM \$1,000+

SPECIALLY PRICED PARTS EXCLUDED. SEE US AT THE PARTS DEPARTMENT FOR THE FULL DETAILS

WE LOOK FORWARD TO SEEING YOU AT OUR OPEN HOUSE FEB 24TH!

NEW HOLLAND ROCHESTER, INC.

1260E 100S | Rochester, IN 46975 | 574-223-2714 | 800-327-5936
www.newhollandrochester.com

NEW HOLLAND ROCHESTER

2015

	OPEN	REG.		OPEN	REG.		OPEN	REG.
	HOUSE	PRICE	<u>MULTI G 134 HYD OIL</u>	HOUSE	PRICE	<u>ATF DEXTRON II</u>	HOUSE	PRICE
<u>NATURAL TWINE</u>								
89059 FW9000	\$50.17	\$52.17	9624655DS	QT	\$5.45	\$5.74 87299133	QT	\$5.14 \$5.41
89061 FW16000	\$48.51	\$50.51	73341772	GAL	\$23.69	\$24.94 87299134	2.5 GAL	\$50.06 \$52.69
			73341773	2.5 GAL	\$45.46	\$47.85		
			73341774	5 GAL	\$75.97	\$79.97		
<u>PLASTIC TWINE</u>						<u>30W ENGINE OIL</u>		
NH20000X110SF	\$31.91	\$33.91	9624496	30 GAL	\$485.61	\$511.17 407352R5	QT	\$5.41 \$5.69
NH9000X130	\$31.26	\$33.26	73341776	55 GAL	\$770.71	\$811.27 139032A2	GAL	\$20.70 \$21.79
NH9600X170	\$40.04	\$42.04				143947A2	2.5 GAL	\$47.72 \$50.23
NH9600X170B	\$44.81	\$46.81	<u>MASTER TRAN HYD</u>			407356R5	5 GAL	\$80.10 \$84.32
NH4000X440NB	\$36.73	\$38.73	73341772	GAL	\$23.69	\$24.94 407360R5	30 GAL	\$428.88 \$451.45
NH3500X500NB	\$37.10	\$39.10	73341773	2.5GAL	\$45.46	\$47.85 407362R5	55 GAL	\$760.83 \$800.87
HM4000X440NB	\$28.53	\$30.53	73341774	5 GAL	\$75.97	\$79.97		
NH3700X570NB	\$47.88	\$49.88	73341775	30 GAL	\$476.38	\$501.45 <u>5W-30 ENGINE OIL</u>		
86074 FW9600	\$29.61	\$31.61	73341776	55 GAL	\$770.71	\$811.27 372255A2	QT	\$4.28 \$4.51
<u>WHITE NET WRAP</u>			<u>HYPOIDE GEAR OIL</u>			<u>5W-20 ENGINE OIL</u>		
NH51X9840EDGE	\$279.97	\$294.71	<u>80W90</u>			73341255	QT	\$4.28 \$4.51
NH48X9840W	\$265.10	\$279.05	B80901	QT	\$5.76	\$6.06		
NH64X7000W	\$247.84	\$260.88	B80902	GAL	\$22.78	\$23.98 <u>10W30 ENGINE OIL</u>		
NH48X9840G	\$265.10	\$279.05	B80903	2.5 GAL	\$50.83	\$53.50 73341760	QT	\$5.59 \$5.88
NH51X9840EDGEG	\$279.97	\$294.71				73341761	GAL	\$22.17 \$23.34
			<u>85W140</u>			73341762	2.5 GAL	\$49.15 \$51.74
<u>SILAGE WRAP</u>			B85141	QT	\$5.76	\$6.06 73341763	5 GAL	\$83.93 \$88.35
FW31500	\$87.00	\$97.15	B85142	1 GAL	\$22.78	\$23.98 73341764	30 GAL	\$497.20 \$523.37
			B85143	2.5 GAL	\$50.83	\$53.50 73341765	55 GAL	\$788.06 \$829.54
<u>CROP SAVER</u>			<u>GREASE</u>			<u>15W40 ENGINE OIL</u>		
HT0904DS	\$578.66	\$723.32	9861804DS	HI-TEMP TUBE	\$4.59	\$4.83 73341749	QT	\$5.27 \$5.55
			73340211	MULTI TUBE	\$4.55	\$4.79 73341750	GAL	\$20.20 \$21.26
<u>DIAMOND</u>			B95920	CORN HEAD	\$3.78	\$3.98 73341751	2.5 GAL	\$47.12 \$49.60
<u>ROLLERCHAIN</u>	(per ft)					73341752	5 GAL	\$77.74 \$81.83
40		\$8.45				73341753	30 GAL	\$434.32 \$457.18
41		\$9.49	<u>LIMITED SLIP</u>			73341754	55 GAL	\$755.98 \$795.77
50		\$10.08	B96606		\$35.41	\$44.26 73341754		
60		\$12.62						
60H		\$20.26	<u>ANTIFREEZE</u>			<u>134 REFRIGERANT</u>		
			B30204	50/50 premix	\$11.02	\$13.78 B134A30		REFERENCE ONLY
<u>BALER BELTING</u>	(per ft)		B30201	concentrate	\$16.96	\$21.20		
ZAH4400300 4"			73341788	50/50 T4B	\$11.11	\$13.89 <u>BOBCAT PLATES</u>		
ZAH4600300 6"		REFERENCE	73341785	concentrate T4B	\$17.52	\$21.90 HEAVY 88987		\$295.20 \$369.00
ZAH4700300 7"		ONLY				EURO 88987E		\$315.42 \$394.27
WC1001951DS 10"			<u>NICHOLS CHISEL POINTS</u>					
			HC2C1(REPLACES H225)			\$19.89 <u>SHANK PROTECTORS</u>		
<u>DIESEL EXHAUST FLUID</u>			H235			\$26.26 NTFC		\$2.00
R32551 2.5 GAL	\$9.83	\$10.35						
R32552 55 GAL	NON STOCK		<u>TWISTED CHISEL POINTS</u>			<u>ANHYDROUS KNIVES</u>		
R32553 275 GAL	NON STOCK		SL123 LHF&RHF		\$28.31	M1TP8		\$43.82
R32554 330 GAL	NON STOCK		SL123 L&R		\$16.99	M1TPDUO4		\$66.32
R32555 0-199GAL	\$1.99	\$1.99	SL124 LHF&RHF		\$37.10	M1TPDUO8		\$65.31
200-549GAL	\$1.60	\$1.60	SL124 L&R		\$20.34			
550+GAL	\$1.39	\$1.60				<u>CUPPED CHISEL POINT</u>		
			<u>ULTRA-WING QUICK</u>			498C-L&R		\$24.88
<u>EMPTY TOTES</u>			<u>CHANGE SWEEPS</u>			598C-L&R		\$28.62
21ST6DBLK0V34RS		REFERENCE	UWQC7B		\$9.93			
			UWQC9B		\$10.43	<u>DANISH SWEEPS</u>		
<u>EMPTY DRUM</u>			UWQC10B		\$10.51	G1B		\$2.12
S-10757NAT	\$ 99.21	\$ 104.43				G2B		\$1.89
			<u>Krause Dominator Points</u>			MG4B		\$2.95
<u>*All Fleetguard filters are 30% off.</u>			RPDM237CP		\$87.78	G7B		\$3.51