

# TRUE BLUE



## AFTERSALES MARKETING BULLETIN

ASM NH 26-17 February Update

9<sup>th</sup> February 2017

### To All Dealers:

With 2017 well and truly upon us, we can see the year is ramping up to be a very successful and busy one. We have recently launched the **New Holland Aftersales Marketing Programs Book**, which includes the current discount programs, sales incentives and promotions, as well as the marketing support available and new products/vendors.

Further to this, we are pleased to make the following additional announcements for February, 2017.

### PRODUCT ANNOUNCEMENTS

#### 1. Fleetguard 4WD Frenzy



### Fleetguard 4WD Kit Frenzy

Save Big on Filter Kits for Popular 4WDs

Buy 5 x Fleetguard Filter Kits with the same kit no. and get an extra 1 for FREE! This “4WD Frenzy” is designed to help you move and sell Fleetguard Filter Kits in bulk to virtually any customer with a 4WD, resulting in more sales revenue opportunity during the promotional period. You can place your orders directly via CSPA using the part numbers in the Filter Kits list.



To download the list of Filter Kits included in the promotion [CLICK HERE](#)

Terms and Conditions: Valid 1<sup>st</sup>- 28<sup>th</sup> February, 2017. Orders must be received by 24<sup>th</sup> February and dispatched by 28<sup>th</sup> February, 2017 for special offer to be valid.

## 2. Introducing XRS™ Connect – smart, adaptable and rugged

XRS Connect is a new radio platform with a 25% increase in scan speed – twice as fast as any other UHF CB radio and four times faster than most other brands. The XRS platform incorporates new features such as creating and sharing scan lists as well as access to a library of over 20,000 registered frequencies that are categorised for easy reference.

This innovative platform comes with a smartphone app – the first app ever developed in Australia that controls a UHF CB radio, and an OLED speaker microphone.



To see the XRS in action [click here](#)

For more information on this new technology visit <https://www.gme.net.au/getxrs>

*Please note: The TX3550S is no longer available and will substitute to the XRS-370C.*

Part No.	Dealer Net* (ex GST)	Dealer List (ex GST)
XRS-370C	\$434.25	\$579.00

\* Based on NSO (Order Type 73 to 88) Discount



### **UPGRADE AND SAVE!**

Purchase the XRS-370C during February and you will receive a **reduced** DNET price of only \$405.30!

Introductory offer valid 1<sup>st</sup> – 28<sup>th</sup> February, 2017.  
While stock lasts.

### 3. UHF CB Radio Bundles

Our bestselling Australian-made UHF CB radio, the TX3500S is now available as a bundled agriculture-specific pack with a single part number. This new bundle features all the bells and whistles, proving to be excellent value for money for both dealers and customers as outlined below:

#### 'Value for money' Radio Bundle Pack

Part No.	Dealer Net (ex GST)	Dealer List (ex GST)
<b>TX3500SAP</b>	<b>\$282.91</b>	<b>\$353.64</b>
<i>or price of individual parts</i>	<b>\$318.64</b>	<b>\$398.30</b>
TX3500S	\$257.60	\$322.00
AE4013	\$27.64	\$34.55
ABL005	\$27.20	\$34.00
MB403SS	\$6.20	\$7.75
<b>SAVE!!!</b>	<b>\$35.73</b>	<b>\$44.66</b>

TX3500S takes UHF CB communication to the next level thanks to ScanSuite technology, Digital Signal Processing and Advanced Signal Management. The highly flexible AE4013 'Rubber Ducky' style antenna and universal antenna bracket is suitable for all agricultural machinery.



This product will be available from the 15<sup>th</sup> February, 2017.

## PRICING ANNOUNCEMENTS

### 4. Price Update

We are always reviewing our prices to ensure we can pass on any savings to keep costs low and retail prices competitive. As a result of this review, we will be providing a **20% REDUCTION** on the list price of 1,064 part numbers effective 10<sup>th</sup> February, 2017.

1. Download and review the price file so you're well informed for customer queries. The file name is: *Price File 1064 PNs Price Reduction*.
2. Dealers with standalone DMS systems will need to update their DMS as per the price file. Dealers with DMS providers don't need to do anything as the new prices will be automatically updated in the DMS via the weekly supplementary Price Files.



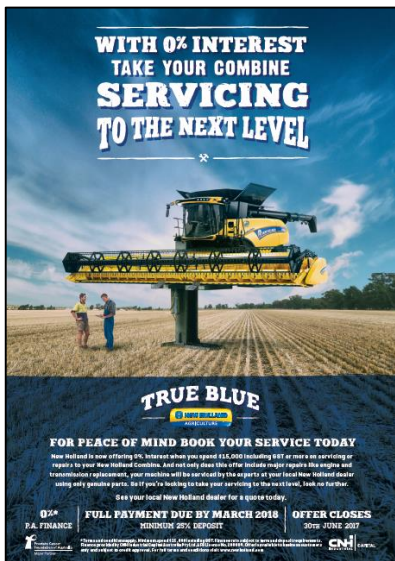
To download the price file [CLICK HERE](#)

## PROMOTION ANNOUNCEMENTS

### 5. New Marketing Material

All dealers will shortly receive a marketing bundle that includes all current campaigns and catalogues. In this pack you will get the following materials. You can order more marketing material via Blue Star Print.

#### 0% Finance – Service



**WITH 0% INTEREST  
TAKE YOUR COMBINE  
SERVICING  
TO THE NEXT LEVEL**

**TRUE BLUE**  
NEW HOLLAND  
AGRICULTURE

**FOR PEACE OF MIND BOOK YOUR SERVICE TODAY**

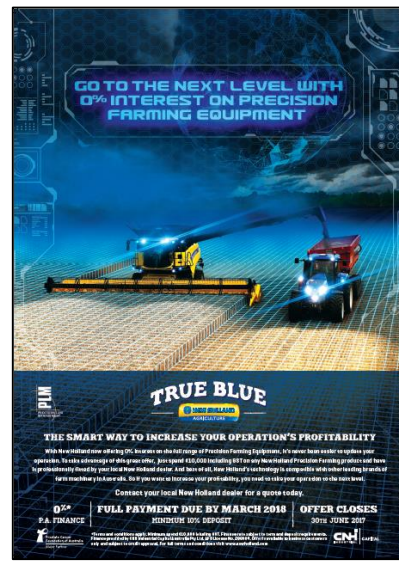
New Holland is now offering 0% interest when you spend \$15,000 (including GST) in one or more on servicing or repairs to your New Holland Combine. And not only does this offer include major repairs like engine and transmission replacement, your machine will be serviced by the experts at your local New Holland dealer using only genuine parts. So if you're looking to take your servicing to the next level, look no further.

See your local New Holland dealer for a quote today.

**0% P.A. FINANCE FULL PAYMENT DUE BY MARCH 2018 OFFER CLOSES 30TH JUNE 2017**

Minimum 25% deposit. Finance subject to credit review. Offer available on New Holland combines only. Excludes GST. See your local New Holland dealer for full terms and conditions. © 2017 New Holland Agriculture. All rights reserved.

#### 0% Finance – Precision Farming



**GO TO THE NEXT LEVEL WITH  
0% INTEREST ON PRECISION  
FARMING EQUIPMENT**

**TRUE BLUE**  
NEW HOLLAND  
AGRICULTURE

**THE SMART WAY TO INCREASE YOUR OPERATION'S PROFITABILITY**

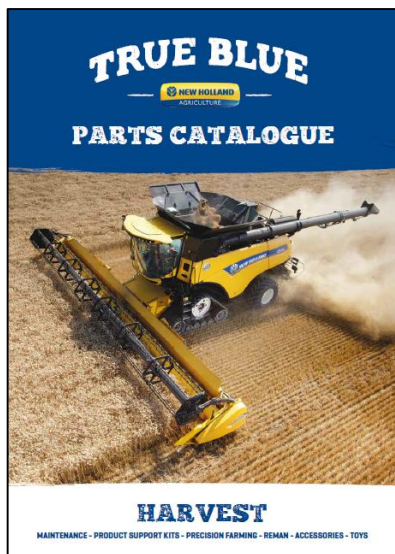
With New Holland now offering 0% interest on the full range of Precision Farming Equipment, it's never been easier to replace your equipment. To take advantage of this great offer, just spend \$10,000 (including GST) on any New Holland Precision Farming product and have your equipment financed by your local New Holland dealer. And best of all, New Holland's technology is designed to improve your overall track and field machine performance. So if you want to increase your profitability, you need to take your operation to the next level.

Contact your local New Holland dealer for a quote today.

**0% P.A. FINANCE FULL PAYMENT DUE BY MARCH 2018 OFFER CLOSES 30TH JUNE 2017**

Minimum 25% deposit. Finance subject to credit review. Offer available on New Holland Precision Farming equipment only. Excludes GST. See your local New Holland dealer for full terms and conditions. © 2017 New Holland Agriculture. All rights reserved.

#### Harvest Catalogue 2017



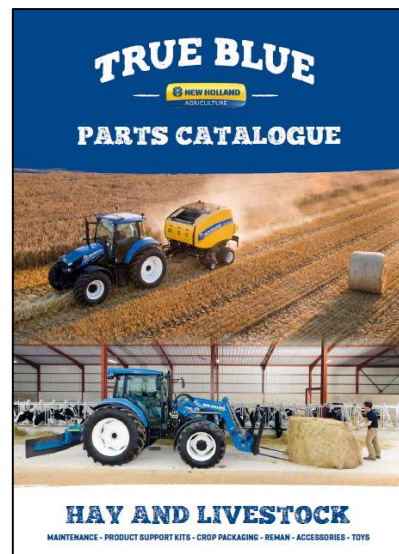
**TRUE BLUE**  
NEW HOLLAND  
AGRICULTURE

**PARTS CATALOGUE**

**HARVEST**

MAINTENANCE - PRODUCT SUPPORT KITS - PRECISION FARMING - REMAN - ACCESSORIES - TOYS

#### Hay/Livestock Catalogue 2017



**TRUE BLUE**  
NEW HOLLAND  
AGRICULTURE

**PARTS CATALOGUE**

**HAY AND LIVESTOCK**

MAINTENANCE - PRODUCT SUPPORT KITS - CROP PACKAGING - REMAN - ACCESSORIES - TOYS

## 6. New Holland Resource Centre (NHRC)

We are developing a NEW online hub called the New Holland Resource Centre (NHRC), where dealers can access all New Holland Aftersales marketing resources. This will replace all existing Blue Star ordering systems, and will be your go-to place to view, design, print and order marketing and promotional material.



Everything from catalogues to digital graphics, campaign kits, advertising and more will be available to access 24/7 on demand. The NHRC will be updated regularly with the latest materials to help promote your dealership and products for every season and campaign. You can also redeem your 1% Marketing Bonus when placing orders for marketing material.

Look out for more information!

## SALES ANNOUNCEMENTS

### 7.0 Win a Weekender – deadline **E X T E N D E D!**



We are pleased to announce the Win a Weekender program has kicked off! The close-off date for participation forms has been extended to COB Friday 10<sup>th</sup> February, 2017 so please talk to your PDR and submit your form in to [apaftersalesmarketing@cnhind.com](mailto:apaftersalesmarketing@cnhind.com)

Dealers that have already submitted their forms will soon have access to the program micro-site, where you can view your targets, track progress and get more information about the weekenders. Participants will receive an email shortly.

Kind regards,  
New Holland Aftersales Marketing  
[apaftersalesmarketing@cnhind.com](mailto:apaftersalesmarketing@cnhind.com)