



September 11, 2013

DEALER MARKETING LETTER, U.S. NO. 754

NEW HOLLAND DEALERS, UNITED STATES

SUBJECT: 9/11 REMEMBRANCE PROGRAM, FISHER HOUSE DONATION & NASCAR VIP EXPERIENCE CONTEST

Last year, to honor our military and emergency service personnel, New Holland announced the 9/11 Remembrance Program recognizing the many sacrifices these individuals make for our country and communities. On the anniversary of 9/11, we will again offer a \$911 “Thank You” on qualifying models to all active and retired military personnel, veterans, police officers, firefighters and their families. In addition, we will again donate \$250 to the Fisher House Foundation for each qualifying model settled under this program. This program will run from September 11, 2013 through Veterans Day on November 11, 2013. The 9-11 Remembrance Program can be used in conjunction with all other retail programs during this time period. Please see the attachments for all the details.

Qualifying units:

Boomer™ Compact Tractors	PowerStar™ T4.75
WORKMASTER™ Compact and Utility Tractors	Specialty Tractors: T4000F/V, T4.F/V, TK4000 & TD4040F
T1500 Tractors	T4000 Utility Tractors
All New Holland Light CE units	

Fisher House Foundation is best known for its network of comfort homes built on the grounds of major military and VA medical centers. These homes enable military family members to be close to a loved one during their treatment. New Holland is pleased to continue its support of this exceptional organization. We encourage each dealership to learn more about the Fisher House Foundation, <http://www.fisherhouse.org> and promote it in your community.

To make this program the best that it can be, we are asking you to get involved. To that end, New Holland is announcing the Dealer 9/11 Remembrance Contest, where creativity, passion, and pride will be rewarded with a NASCAR VIP Package for you and a guest. The winner will receive round trip airfare and accommodations for two for the final NASCAR race at Homestead-Miami Speedway in Miami, Florida on the weekend of November 16, 2013. While at the race the winner will enjoy a VIP Package including limo service to and from the track, passes to the Champion’s Club suite, “Hot passes” allowing you into the pits, access to the media building, and victory lane!

What do you have to do to win? During the 9/11 Remembrance program, New Holland is looking for creative dealer actions that show their appreciation for the military and local emergency personnel in their communities in support of the 9/11 Remembrance program. Here are a couple of examples:

- Publish a personal 9/11 Remembrance Program radio spot, print ad, TV commercial, billboard, or a product display in your community.
- Place a POP display and/or host a product display at the local Reserves Base, American Legion or VFW promoting the 9/11 Remembrance Program.
- Create a unique dealership display and/or website promotion for the 9/11 Remembrance Program

Contest submissions should be sent to:

By Mail:

New Holland Remembrance Program
Attn. Jon Hundley MS #208
500 Diller Ave
New Holland, PA 17557

Electronically:

remembranceprogram@newholland.com

Contest submissions should include:

- Dealer code
- Contact name, phone number and email address
- Brief description of what the dealership did to support the 9/11 Remembrance Program
- Results of the promotion
- Photos and or video of the promotion
- PLEASE NOTE: Contest entries must be received by midnight, 10/31/13, to allow for prize arrangements to be made.

A winner will be chosen by the Pro Work Tools Marketing Team based on overall design, creativity, robustness and impact of the entry in support of the 9/11 Remembrance Program.

Please take a moment today, to talk to your team and create a plan on how you can make the 9/11 Remembrance Program a winner for your dealership, for New Holland and most importantly, for the people who serve us all through their sacrifice as active or retired military personnel, veterans, police officers, firefighters and their families. Together we can make a difference. Thank you in advance for your support!

Mark Hooper
Director of Marketing
New Holland North America

The Program

For any new Boomer, WORKMASTER compact or utility tractor, T1500, PowerStar, T4000 utility tractor, Specialty tractor, or Light CE products settled in the U.S. between September 11, 2013 and November 11, 2013.

- New Holland will offer a \$911 “Thank you” on the purchase of any new eligible model to **Qualifying Military and Emergency Medical Personnel** with valid IDs.
- New Holland will donate \$250 to the Fisher House Foundation.

Administration:

- Offer applies to new equipment only.
- Purchase only. Program does not apply to rental or lease agreements. Customer must present valid military or EMS ID at time of transaction.

Valid IDs are defined as: (all should have photograph except DD214)

United States Uniformed Services Privilege and Identification Card

TAN—dependent of active duty member or retiree

RED—Retired reservist and reservist dependent

BLUE—Retiree

Common Access Card (CAC)

Veterans Identification Card (VIC)

Form DD214 Shows customer was Honorably Discharged; verify name and information with photo ID

Valid EMS IDs are defined as: Current identification Firefighter or Police Officer ID card with another form of photo ID.

- Assemble completed validation documents and fax to:
717-355-1345 Attn: 9-11 Remembrance Program Discount:
 - photocopy of approved ID (copy with claim form)
 - completed claim form,
 - copy bill of sale which includes a line item for proof of \$911 discount.
- Settlement is to be paid in full for unit. New Holland will review submitted paperwork monthly and issue a 3041 credit to dealer for each validated \$911 discount extended to qualified personnel.

9-11 Remembrance Program Discount & Fisher House Foundation Claim Form

Customer Name:

_____.

Date Settled:

_____.

Serial Number:

_____.

Dealer Code:

_____.

Customer must present valid military or EMS ID at time of transaction.

- **United States Uniformed Services Privilege and Identification Card**
- **Common Access Card (CAC)**
- **Veterans Identification Card (VIC)**
- **Form DD214** Shows customer was Honorably Discharged; verify name and information with photo ID
- **Current Firefighter or Police Officer identification card and other form of photo ID**

Offer good on settlements September 11, 2013 to November 11, 2013 at participating New Holland dealerships for new equipment. Program subject to change or cancellation without notice. Prior purchase not eligible.

Photocopy claim with military or EMS ID below and Fax to 717-355-1345 with Bill of Sale for validation.

PLACE MILITARY ID HERE
AND PHOTOCOPY COMPLETED FORM

Military ID Examples

Acceptable Military IDs and Guidelines

United States Uniformed Services Privilege and Identification Card

ID issued to identify a person as a member of the Armed Forces or a member's dependent, such as a child or spouse.

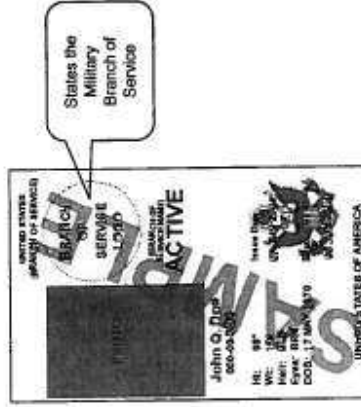
Color coding

- Tan - Dependent of active duty member, retiree or disabled veteran
- Red - Retired reservist and reservist dependent
- Blue -- Retiree or disabled veteran



Common Access Card (CAC)

ID issued as standard identification for active-duty military personnel and reserve personnel. Associates must validate the customer's branch of service as Military.



Veterans Identification Card (VIC)

ID to identify and check-in for VA appointments. We use this card as an additional way to identify disabled veterans eligible for the everyday discount. The card will state Service Connected which means the veteran was disabled while serving.

