

Parts Expo Looks Beyond 2000

LAS VEGAS, Nev. — More than 2,400 U.S. and Canadian dealers and employees recently attended New Holland's Parts Expo '94 here at Bally's Hotel and Resort.

The event was established to give dealerships the opportunity to share ideas, learn about future sales and marketing techniques, and purchase parts for their dealerships at special discount prices, according to Peter Bond, New Holland parts business unit manager.

"This Expo is just one of many approaches New Holland is undertaking to help its dealers keep pace in this rapidly evolving equipment industry," Bond said. "It's imperative we give our dealerships the information and the tools to remain competitive in the next decade and beyond."

Bond said that approach was evident through the Expo, where workshops and presentations were given on display merchandising, challenges for the 90s and beyond, parts managers of the future, and New Holland retailing programs for 1995.

Reinforcing New Holland's commitment to the future was the

company's chief operating officer in North America, W.T. "Tom" Kennedy. He offered Expo attendees a glimpse at New Holland's research and development objectives, new products, improved parts availability and New Holland's goal to be the "best-in-class" in the coming year.

Kennedy also gave us update on the company's new name and trademark, noting that it marks the successful integration between two large global companies - Ford New Holland and Fiatagri. "It's a new name that carries with it a great history and tradition," he said, noting that 1995 will mark the hundredth anniversary of



During the event, dealers and employees had the opportunity to visit New Holland's "Idea" parts store located inside the Parts Expo.

when the name New Holland first appeared in the equipment business.

Self-Propelled Forage Harvesters Deliver High Output

COLUMBUS, Ind. — Claas' new, powerful, Jaguar® 800 Series self-propelled forage harvesters deliver up to 170 tons (corn) output per hour in the toughest field conditions. The Jaguars help ensure a top quality, high energy forage. They are available in four

models.

Equipped with a 29.5-inch wide chopping cylinder with 24 or 20 knives in V-formation, the Jaguars deliver a precise, quality chop. Chop length is adjustable and changeover from length to length is controlled by one button. Con-



Claas' powerful Jaguar® 800 Series self-propelled forage harvesters deliver up to 170 tons (corn) output per hour in the toughest field conditions. The Jaguars help ensure a top quality, high energy forage.



Seedway District Sales/Service Manager Brent Miller, right, is pictured with Leon Hess of Hess Farm Supply.

trols are easy-to-reach and all harvesting and hydrostatic ground drive are controlled by one multi-function lever.

The high performance harvesters feature a turbocharged, inter-cooled fuel-efficient Mercedes diesel engine, in-cab automatic sharpening system, and shear bar adjustment and metal detector. The two larger model Jaguars are equipped with central lubrication as standard equipment.



Lebanon/Dauphin Crops Day Set

LEBANON (Lebanon Co.) — The Lebanon/Dauphin Crops Day is scheduled for Monday, February 6 at the Ono Firehall on old Route 22, two miles west of Route 72, from 9:30 a.m. to 3 p.m.

For exhibitor registration, contact the Lebanon County Extension Office, 2120 Cornwall Road, Suite 1, Lebanon, PA 17042 prior to Friday, January 27. The exhibitor fee will be \$40. Reservations will be on a first-come basis.

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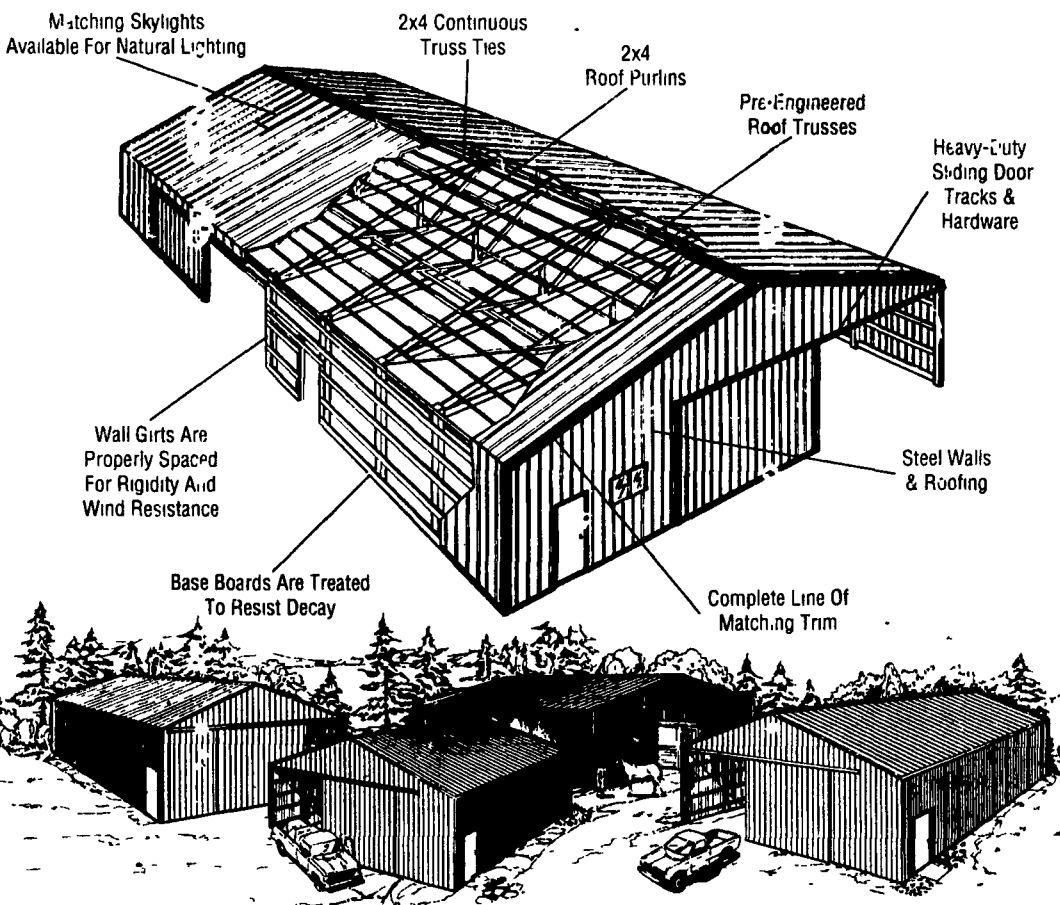
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