



# New Holland digs deeper into the construction market

By Pierre Sanson

New Holland Construction Machinery has the ideal equipment range to service the construction, mining, industrial, farming and forestry industries.

Recently we were treated to a display of the "Magnificent Seven", as their equipment range has become known, at a yellow metal day at a quarry near Olifantsfontein. The range on show included the world's best grader, their backhoe loader, the wheel loader, tracked excavator, telehandler, dozer and skid steer loader. Also included in the mix was a Terex 40 ton ADT supplied by their sister company in the group.

The underfoot conditions were less than ideal, having been subjected to a heavy rainstorm the previous evening, but were ideal to test the true capabilities of the equipment on display.

Jan Lotz was on hand to direct the proceedings and impressed us all with his sound technical knowledge of the equipment, leaving no doubt as to the

full capabilities of each piece of equipment.

New Holland has a full range of equipment which ensures a high level of productivity in all applications, from road building to foundation work. New Holland equipment can be seen on sites across the country, levelling the ground and digging foundations for large structures such as dams and bridges. THE



Jan Lotz, Technical Manager at New Holland, who directed the proceedings and impressed everybody with his technical knowledge.

