

December 20, 2017

English:

Retraction – NP Spare Parts

"In issue No. 2036, of the Landbou Weekblad 22-29 December 2017, we published a supplemented advertisement titled "NEW HOLLAND HIER OM TE BLY" with an official retraction of the section of the supplemented advertisement titled "Spare Parts" on page 3 in the top right-hand corner of the supplemented advertisement.

Shortly following the publication, it was brought to our attention that the mention of NP - Spare Parts alluded to the fact that the NP-Spare Parts is of an "inferior" quality in comparison to the CNH-Spare Parts. CNH apologises for any incorrect assertion made regarding the NP-Spare Parts brand and any false impressions given to the market. The sole intention of New Holland was to make mention of the possible disadvantages of aftermarket Spare Parts in general, and should not have specifically disparaged or made any reference to the NP-Spare Parts brand, the quality of which is not in dispute."

Afrikaans:

Terugtrekking - NP Onderdele

"In Uitgawe No. 2036, van die Landbouweekblad tydskrif 22-29 Desember 2017, het ons 'n bylaag advertensie getiteld "NEW HOLLAND HIER OM TE BLY " gepubliseer met 'n amptelike terugtrekking van die gedeelte van die advertensie getiteld "Onderdele "op bladsy 3 in die boonste regterkantste hoek van die betrokke bylaag. .

Kort na die publikasie is dit onder ons aandag gebring dat die vermelding van NP - Onderdele aangedui het dat NP-Onderdele van 'n "minderwaardige" kwaliteit is in vergelyking met CNH-Onderdele. CNH vra om verskoning vir enige verkeerde bewering aangaande die NP-Spare Parts-handelsmerk en enige valse indrukke wat aan die mark hierdeur gegee word. Die uitsluitlike voorneme van New Holland was om die moontlike nadele van nie-egte vervanginsonderdele oor die algemeen te noem, en nie spesifiek te verwys na die NP- Onderdele -handelsmerk waarvan die kwaliteit nie in dispuut is nie. "



 CNH
INDUSTRIAL

PRESS RELEASE