

# BOOMER™ TRACTOR NEWEST ADDITION TO JAY LENO'S GARAGE

A new, potentially exciting opportunity was presented to New Holland in March and eventually landed on the desk of Gene Hemphill, manager of Industry Affairs for North America. *Tonight Show* host Jay Leno was interested in a New Holland Boomer™ tractor to “tug” vehicles around his 100-plus car/80-plus motorcycle warehouse garage in Burbank, California.

Hemphill, whose job is to develop beneficial relationships and programs with non-competitive industries, was not immediately impressed; over the years he had often been approached with “great opportunities” by promoters who would bait the hook with a famous name, such as Jay Leno.

“At New Holland we have a seasoned staff that considers opportunities such as these,” Hemphill noted, “and we’re mature enough to not get overly excited and shout: ‘Gee whiz, it’s JAY LENO!’”

So, how do you check out the legitimacy of the individual making the initial contact with New Holland? In this case it was an individual named Steve Reich. Simple, you conduct an Internet search of their name; you *Google* them. This search brought immediate results, including a quote from Leno himself regarding a vehicle he had purchased from a buddy. His exact words: “I bought it for \$800 from a buddy, Steve Reich.”

Steve Reich, and Leno called him a buddy, Hemphill thought, still not quite at the “Gee whiz” stage. But it was enough to call Reich. “We had a great conversation and all of my concerns disappeared before the call ended,” Hemphill said.

For starters, Leno is a strong supporter of alternative fuels. He helped design a 700-horsepower concept car – the EcoJet. The vehicle shares design cues with everything from jet aircraft to Formula One racecars. And, it is fueled by 100% biodiesel.

When the Leno team learned from a news article about New Holland leading the industry by offering a warranty covering B-20 in its engines, and about New Holland receiving the 2007 Innovation Award from the National Biodiesel Board (NBB) – the connection was made and within a month a Boomer™ was in Leno’s garage doing its duties. But the



story doesn’t end there. The EcoJet would be part of the *Hot Rod Magazine* Power Tour – a seven-city journey beginning June 1, and the truck hauling the EcoJet was modified to accept B-20. However, there was concern about fuel availability on the road, so New Holland teamed Leno up with Joe Jobe, CEO of the National Biodiesel Board (NBB) to provide a reliable fuel supply via a tanker truck following the tour. In turn, the NBB was given the opportunity to further promote biodiesel during the tour. And, New Holland was given the chance to show its support for biodiesel during the tour.

There’s still more good news! Leno also authorized having the EcoJet displayed during the Michael Peterson/New Holland Celebrity Tractor Race during the CMA Fan Fair on June 10 in Nashville. To top it off, two of the celebrity race drivers will be Joe Jobe from the NBB and Bernard Juchli, manager of Leno’s garage representing Leno. And what does Jay Leno have to say about all of this?

Lending touches of humor to his remarks, Leno said, “I think it’s wonderful – you support farmers, they watch my TV show, I buy their products – it all works out. That’s how our economy was meant to be. With biodiesel we make it here and we use it here. I think that’s a real exciting thing and I think that’s what the future is going to be. For me the idea was to make a biodiesel sports car – you don’t have to give up a thing. It’s 700 horsepower, looks pretty cool, really fast, it’s got a jet engine. You drive it, then you wait for the next crop to come in, and then you drive it again.”