

# New Holland Construction Celebrates 35th Anniversary of Skid Steer Loader Line



To commemorate the anniversary, New Holland will display a special custom black and silver skid steer loader model at numerous 2007 trade shows and exhibits in North America.

A pioneer in the skid steer loader market, New Holland Construction is celebrating the 35th anniversary of the company's first skid steer loader, the New Holland L35, which was introduced in 1972. Today, New Holland's nine skid steer loader models range from 16.5 to 80 gross hp and can tackle a variety of landscaping, construction, demolition or farming applications. "Thirty-five years ago, New Holland introduced the L35 skid steer loader — the first skid steer loader in the construction industry with ROPS and a vertical parallel lift boom system," said Terry Sheehan, vice president, New Holland Construction.

"The L35 skid steer loader exhibited the same stability, low center of gravity and large load capacity-to-equipment weight ratio which New Holland Construction skid steer loaders still maintain today."

Earlier this year, in honor of the 35th anniversary of the New Holland skid steer, New Holland Construction introduced the L175 skid steer loader, which fits the fastest growing 2,000 lb SAE-rated load capacity category. Since the introduction of the New Holland skid steer loader in 1972, the company has produced more than 200,000 skid steer loaders around

the needs of our customers. The 220,000th loader will roll off its production line later this year. A special custom black and silver 35th Anniversary skid steer loader model will be on display at numerous 2007 trade shows and exhibits in North America.

One of the most visible changes between the L35 skid steer loader and today's line of New Holland Construction skid steer loaders is the cab and operator's environment. Marking the 35th anniversary, New Holland Construction has introduced a new deluxe cab design for the Super Boom skid steer loaders (models L150 through L190) and compact track loaders (models C175, C185 and C190). The deluxe cab features increased space, visibility, operator comfort and ease of operation for greater worksite efficiency.

"The first New Holland skid steer loader literally forced the entire construction industry to try to match our vertical parallel lift system, while we maintained our patented Super Boom design, which allows New Holland Construction skid steer loaders to lift higher and further out than any other skid steer on the market, providing superior versatility and productivity to our customers," Sheehan said. "Being a leader in product innovations and improvements for the past 35 years — and having produced more than 200,000 skid steer loaders during that time — is a milestone we can all be proud of here at New Holland."