

New Holland's True Blue Salute Supports North America's Heroes with Equipment Incentive

The logo for Turf, featuring the word "Turf" in a bold, black, sans-serif font. A green grass blade graphic is integrated into the letter "T". A registered trademark symbol (®) is located at the bottom right of the word.The logo for Tree Services, featuring the words "Tree Services" in a bold, black, sans-serif font. A small green leaf graphic is positioned above the letter "e" in "Services". Below the main text is the tagline "Taking Tree Care to New Heights" in a smaller, black, sans-serif font. A registered trademark symbol (®) is located at the bottom right of the word "Services".The logo for DesignBuild, featuring the word "Design" in a black, sans-serif font and the word "Build" in a bold, orange, sans-serif font. A small orange square graphic is positioned above the letter "i" in "Design". A registered trademark symbol (®) is located at the bottom right of the word "Build".The logo for PLOW, featuring the word "PLOW" in a bold, blue, sans-serif font. A registered trademark symbol (®) is located at the bottom right of the word.

Source: www.TurfMagazine.com

In honor of the bravery, service, and sacrifice of America's and Canada's military and first responders, [New Holland](#) has announced the expansion of the [True Blue Salute Military and First Responder](#) incentive program. This annual program provides an exclusive, year-round equipment incentive to all current and retired United States and Canadian military personnel and first responders.

"New Holland is honored to show our appreciation and support of our military and first responders through the True Blue Salute program. It's our way of saying thanks to the heroes in North America who serve and protect us," says Mark Hooper, senior director marketing for New Holland in North America.

New Holland is extending a special equipment offer to active, reserve, retired military and honorably discharged veterans, and current or retired first responders, including police officers, fire fighters and emergency medical technicians. New Holland will offer \$500 off the purchase of select new New Holland tractors, light construction equipment, and hay and forage products purchased from an authorized New Holland dealer in the United States or Canada. A valid, government-issued military ID card or other proof of service is required. Information on eligible equipment is available from local, authorized New Holland dealers.