



Meet your challenges head-on with 300 Series skid steer loaders from New Holland. The L328 is designed to make your workday more productive and comfortable with noteworthy dump height and reach, swift cycle times, and time-saving travel speeds.

IMAGE SOURCE: New Holland Construction

Ink, Iron and Innovation: New Holland Construction Returns to CONEXPO-CON/AGG 2026 Ready to Leave a Mark

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- New Holland Construction returns to CONEXPO-CON/AGG 2026 with an expanded booth featuring new compact equipment and technology.
- The brand will debut new D-Series mini excavators and showcase recent models like the E42D, E50D, and W100D.

- Two new electric equipment models will make their public debut, complementing existing electric loaders and mini excavators.
- A popular live tattoo activation from 2023 returns, offering attendees free New Holland-themed tattoos.
- The booth will also highlight the myNewHollandConstruction telematics platform and a live demo of the Marketplace ecommerce site.
- New Holland Construction hosting a free tattoo parlor in their booth; offering show attendees 29 tattoo options.
- During CONEXPO 2023, 253 attendees were tatted in 32 hours at the New Holland Construction booth.
- New Holland Construction is dropping more than just tattoos – new mini excavators, technology solutions and electric equipment will also be unveiled.

New Holland Construction is returning to CONEXPO-CON/AGG 2026 in Festival Grounds booth F29055 with a bold mix of electric equipment expansions, new mini excavator launches, technology stack enhancements and a fan-favorite experience that quite literally leaves a mark.

After a popular first showing at the 2023 CONEXPO, the brand is once again hosting live tattoo artists from Club Tattoo in its booth all show-long. Attendees have the chance to get tatted for free with one of the 29 curated New Holland Construction-inspired tattoos. Options range from the New Holland leaf to the rabbit mode icon, with five new tattoo options for attendees to choose from.



Operators are going to find a machine uniquely built for them and their needs with the powerful performance within E90D's compact frame. This excavator is meticulously crafted to excel in confined spaces where larger machines fall short. Ideal for small-to-medium-sized construction companies, landscapers, municipalities, and farmers, the E90D can handle a variety of tasks with ease — from digging and grading to material handling.

IMAGE SOURCE: New Holland Construction

In 2023, 253 CONEXPO attendees got tatted in the New Holland Construction booth in just 32 hours. This activation made the brand one of the most iconic stops at the show. Fans and attendees will also be able to put their skin on the line for the chance to win the very first tattoo of the show and kick off the experience that doesn't wash away when CONEXPO ends.

"While the ink may draw you in, the iron and innovation are the true stars of the show," says Brian Weisbaum, head of New Holland Construction North America. "We have nearly doubled the size of our booth this year to give attendees a complete view of our wide range of compact equipment and technology designed to address the evolving needs of the construction and landscape industries."



Ditch the shovel, wheelbarrow and all the hard manual labor that goes with them — New Holland's mini track loader is all the equipment you need. The C314's impressive rated operating capacity and weight help check more jobs off your residential construction or landscaping to-do list. Plus, its narrow frame means there's no sacrificing top-grade performance in small spaces.

IMAGE SOURCE: New Holland Construction

Introducing New Iron and Innovation at CONEXPO

Beyond the ink, New Holland Construction will be showcasing the latest and newest from across its compact equipment lineup. The brand will debut the new D-Series mini excavator models, while highlighting recent introductions like the E42D and E50D D-Series mini excavators and the W100D compact wheel loader.

Electrification will be on display, as well, with two new electric equipment launches making their first public appearances. These additions will provide showgoers with a full view of the brand's EV capabilities alongside

current in-market models, the ML22X electric small articulated loader and E15X electric mini excavator.

Rounding out the entire booth experience, attendees can explore the New Holland Construction digital ecosystem. Touchpoints include the myNewHollandConstruction, the brand's new in-house telematics and digital platform, and a live demo of the Marketplace platform, which connects customers with dealers, financing and product availability all through one simple ecommerce-like site.

The place to be to see the latest iron and innovation and get inked during CONEXPO 2026 is in the New Holland Construction booth (#F29055) in the Festival Grounds, March 3-7, 2026, in Las Vegas.



Tattoo Flash Sheet Poster

IMAGE SOURCE: New Holland Construction

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SKID STEER LOADERS

EXCAVATORS

MIDI EXCAVATORS