

**New Holland to attend FIRA 2024 event for agricultural robots**

- *Brand will also be a sponsor of the event*
- *Stout Smart Cultivator artificial intelligence implement to form part of display*

From February 6<sup>th</sup> to 8<sup>th</sup> 2024 New Holland will be in Toulouse, France, at **World FIRA, the international event for global leaders in agricultural robotics.**

With connectivity, autonomous equipment and new technologies at the core of New Holland's strategy, this will be the occasion for the brand to display some of its advanced solutions and meet customers, dealers and startups to show the brands investments in robotics and discuss future evolutions.

Taking place twice a year – in the US and in France – FIRA has become the world's leading ag robotics static and field demo event. New Holland has attended since it was first held, and in 2024 **will sponsor the French edition**, after supporting the US event a few months ago.

On the stand will be the **Stout Smart Cultivator, New Holland's software-controlled implement for tractors that uses cameras, AI and proprietary vision technology to distinguish crops from weeds.** Once identified, the implement simultaneously cultivates crops and removes weeds with an accuracy of 99%, decreasing reliance on labor and chemical inputs while improving farming practices. New Holland's parent company CNH invested in the US-based company Stout Industrial, acquiring a 10% minority stake at the end of 2022.

New Holland's tractors will be present in the event's **demo zones**, where visitors will see robots and tractors in action. On display will be one vineyard tractor and three adapted tractors together with a T5 utility tractor.

WORLD FIRA

Toulouse, France: February 6<sup>th</sup> to 8<sup>th</sup> 2024

New Holland stand number 19

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*For over 125 years, New Holland has supported farmers with the technology, solutions and services they need for productive agriculture. It has a history of driving innovation, providing the answers to customer needs with a broad range of agricultural and light construction equipment. With proven production machines that utilize the latest alternative fuel technology to power the sustainable revolution in farming, we are the sector's Clean Energy Leader. Our expertise and innovations are backed by precision*

*connected services and supported by a dedicated and global dealer network with a strong territory presence.*

*With you, Season after Season.*

*New Holland is a brand of CNH Industrial N.V. (NYSE: CNHI) a world-class equipment and services company. More information about CNH can be found online at [www.cnhindustrial.com](http://www.cnhindustrial.com)*

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