

WORLD FIRA
4 - 6 FEV. 2025

GRATUIT
POUR LES
AGRICULTEURS

4 - 6 FÉVRIER

TOULOUSE | FRANCE

AGROBIOPOLE, AUZEVILLE-TOLOSANE



#WFIRA25

REJOIGNEZ

L'ÉVÈNEMENT MONDIAL PLEIN CHAMP
DES ROBOTS AGRICOLES

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PRESS RELEASE - Toulouse, January 8, 2025

World FIRA 2025 Welcomes New Holland's Award-Winning Automation Technology

As a testament to the growing commitment of major players in agricultural machinery and agri-equipment, New Holland confirms its participation to World FIRA for the second time, announcing the signing of a multi-year agreement with the FIRA events, the leading field-based exhibitions for agricultural robotics and autonomous solutions in Europe and the United States. At the 9th edition of the World FIRA, taking place from February 4 to 6, 2025, in Toulouse, New Holland will showcase its brand-new T4 FNV specialty tractor, equipped with an advanced guidance system and the winner of the EIMA 2024 Technical Innovation award.

FIRA, a Unifying Brand on the International Stage

Since its creation in 2016 in Toulouse, FIRA has continuously expanded, offering an international platform for farmers, experts, and industry stakeholders. With the stated mission of providing a sounding board for the agricultural robotics industry by fostering networking, media coverage, business development, and knowledge of the latest advancements, FIRA increasingly attracts start-ups, young companies, and even the giants of agri-equipment. **"This partnership with New Holland marks a decisive turning point in the history of FIRA and agricultural robotics,"** emphasizes Aymeric Barthes, President of GOFAR, the organizing association behind FIRA. "By participating alongside us in the ambition to make agriculture more resilient through automation and robotics, New Holland provides significant support to the industry."

New Holland, Official Partner of World FIRA

New Holland is participating in World FIRA 2025, showcasing its ongoing commitment to automation research, which is at the core of the company's DNA. "By participating in this event, **New Holland aims to demonstrate its cutting-edge solutions that enhance efficiency, productivity, and sustainability in agriculture,** providing farmers with the tools they need to tackle the challenges of modern farming," says Marie Mouton, Global Communications Manager at New Holland. "New Holland views World FIRA 2025 as a valuable opportunity to connect with our partners, industry leaders, and collaborators, fostering a dialogue on the future of agriculture, particularly on how automation can support sustainability goals by reducing fuel consumption and emissions."



Presentation of the T4 FNV Specialized Tractor Equipped with the Award-Winning Advanced Vision Assisted Guidance System at EIMA 2024

Among other innovations in the field of automation, the advanced Vision Assisted Guidance system awarded at EIMA 2024 will be showcased at World FIRA 2025.

Designed for T4 FNV specialized tractors, it uses LiDAR technology to manage steering and tool control, enhancing operator safety, comfort, and precision. This system assists both experienced and less skilled operators by automating tasks and reducing environmental risks. Operating without GPS, it ensures reliability even under challenging conditions.

For more information and registration: [world-fira.com](https://www.world-fira.com)

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