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New Holland to Offer Insights into its Automation Projects at WORLD FIRA 2025

- *New Holland returning to World FIRA, 4-6 February 2025 in Toulouse (France), booth #36.*
- *On display the Advanced Vision Assisted Guidance for specialty tractors, winner of an EIMA Technical Innovation award in 2024.*
- *FIRA is the leading event for Ag Robotics and automation for farming, with two editions per year, World FIRA in France, and FIRA USA in the United States.*

Modena, January 2025

New Holland, a global leader in agricultural machinery and solutions, will again participate in **World FIRA**, the premier event for agricultural robotics and automation and meeting place for farmers, OEMs, start-ups, scientists, and investors to design the future of agriculture. The event will take place from **February 4th to 6th, 2025**, in Toulouse, France (New Holland, **booth #36**).

The brand has been present at the event since its first edition in 2016 and recently signed a multi-year agreement with the show - demonstrating its fundamental role in the agriculture of tomorrow.

At World FIRA 2025, New Holland will offer an insight into its latest advancements in precision farming and automation, designed to enhance grower productivity and sustainability. Attendees will have the opportunity to experience the cutting-edge innovations that are shaping the future of farming.

Highlights of New Holland's Participation

New Holland is continually working on solutions that make operators' tasks less strenuous and help increase efficiency while reducing waste and soil pollution by creating synergies between tractors and "smart" implements.

At World FIRA, New Holland will display one of the innovation projects currently under development, Advanced Vision Assisted Guidance for specialty tractors, a technology developed in-house, and that was recently recognized with an EIMA Technical Innovation award.





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Currently in its testing phase, the system uses LiDAR vision technology combined with simultaneous localization and mapping algorithms (in place of GPS), to autonomously steer both down the rows and at row ends, while simultaneously controlling the rear mounted implement. This eliminates the risk of error and incidents resulting from any loss of signal caused by factors such as canopy coverage, netting, nearby greenhouses, or valley slopes.

With minimal to no human intervention, it allows less skilled operators to manage operations, as well as relieving more experienced growers of repetitive and arduous tasks, meaning they can focus on value added tasks such as ensuring optimal sprayer coverage and precise inter-row applications.

New Holland invites all attendees to visit their booth to learn more about their innovative solutions and engage with their team of experts. For more information about New Holland's participation in World FIRA 2025, please visit <https://world-fira.com/>.

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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.

CNH Industrial (NYSE: CNH) is a world-class equipment, technology and services company. More information about CNH can be found online at www.cnh.com

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