

Good Design Award 2023. New Holland wins with CR11 Combine Harvester and with T4 Electric Power Tractor

- *Good Design Award honors the most innovative and cutting-edge industrial, product, and graphic designs created around the world*

New Holland's CR11 Combine and T4 Electric Power Tractor are the winners of a **2023 GOOD DESIGN Award** in the category "Transportation".

The Good Design Award is presented by the Chicago Athenaeum Museum of Architecture and Design and Metropolitan Arts Press Ltd., founded in Chicago in 1950 by Eero Saarinen and Charles and Ray Eames.

GOOD DESIGN remains the **oldest and the world's most recognized program for design excellence worldwide**. This year, the Museum received submissions from from over 55 countries, from the world's leading manufacturers and industrial and graphic design firms.

New Holland CR11 Combine Harvester

Unveiled with a preview at Agritechnica 2023 in Hanover, the New Holland CR11 is the next-generation flagship combine that takes the legacy of the flagship CR line.

New Holland CR11 is the largest combine ever made and it has been redeveloped to provide higher productivity, with minimal grain loss, improved residue management, and more automation. These features aim to reduce the total cost of grain harvesting. It will be produced at New Holland's Center of Harvesting Excellence in Zedelgem, Belgium.

New Holland CR11 debuts a new design and style for the brand, developed through a close collaboration between CNH Design and Engineering teams, together with product specialists and Brand marketing. The style is focused on customer needs, with form that really does follow function. The result is an iconic, refreshed design that is stylish yet timeless. The flow of the harvest is underlined on the exterior body panels by the dynamic blue feature that runs across the body through the various functions.

New Holland T4 Electric Power Tractor

New Holland T4 Electric Power all-electric utility tractor is the first and unique in the industry and represents New Holland and CNH's most recent development in their strategic plan for electrification. As a BEV – Battery Electric Vehicle fully battery-powered, it is the first zero-emission light utility tractor with no internal combustion engine. The T4 Electric Power joins the New Holland T7 Methane Power LNG and T6 Methane Power tractors building a full liner portfolio of zero carbon tractor solution.

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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

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