

New Holland to bring latest innovations at AGROmashEXPO 2024 Hungary

- *New Holland will be at Pavillion "E" Hungexpo, stand E13*
- *New Holland T7.340 HD with PLM Intelligence won a SPECIAL AWARD at the show in the category of the International Product Development*

New Holland, together with its partner AGROTEC Magyarország Kft. is participating to the biggest agricultural trade exhibition in Hungary, AGROmashEXPO taking place at the Budapest Congress and Exhibition Center from January 24 to 27, 2024.

The brand will display its latest innovation on stand, including the brand new CR11 Combine Harvester – unveiled at Agritechnica 2023 in Hanover – this time in its track version and featuring the signature yellow color, updated to a more modern look and feel.

On stand, also the **New Holland T7.340 HD with PLM Intelligence**, the new flagship model for the New Holland T7 tractor range, which is taking home from the show in Hungary a Special International Product Development Award in the Machining category. The winners were announced in mid-december 2023.

On the New Holland stand visitors of AGROmashEXPO will find the T8.435 Genesis SmartTrax tractor with Auto Command transmission, the premium tractor from the T8 range that first adopted the most sophisticated Precision Land Management packages and still representing one of the most advanced models in the New Holland high horsepower tractor portfolio.

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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

PRESS RELEASE

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