



PRESS RELEASE

Two-year warranty for New Holland Braud grape harvesters and straddle tractors launched in brand's 50th year of production

- *Covers complete line of machines including all harvesters & TE straddle tractors*
- *Underlines high-quality manufacturing focus at Coëx plant*
- *Half-century since Braud built first self-propelled grape harvester in 1975*

Modena, January 2025

The full line of New Holland Braud grape and olive harvesters and straddle tractors is now supplied as standard across European markets with a two-year factory warranty, underlining New Holland's belief in the standards of manufacturing quality at the brand's Centre of Excellence in Coëx, France, and assuring growers of high reliability and low running costs.

With many vineyard and olive grove owners putting their trust in New Holland Braud straddle tractors and harvesters to manage the treatment and harvest of their crops, machine product quality, and the reliability that results from it, are at the core of thousands of hectares of grape and olive production. The 2025 products produced by the people and the procedures of the Coëx factory are fully guaranteed by the new two-year warranty.

This new warranty covers all major components of each machine, and allows grape growers to be assured not only of machine reliability, but also of the operating costs of the first two years of their machine investment. Rather than a single year warranty, this is a true factory two-year type, without working hour limitation. Standard warranty terms and conditions apply.

New Braud machines also come with two years' Uptime Support. In high season, this provides 24/7 back-up as soon as an assistance request is recorded. Working with the customer's New Holland dealer, New Holland does everything possible to provide the quickest and most effective support until the matter is resolved, using a range of solutions including technical and logistics support, and a back-up unit if available, to get the customer working again within 24 hours.

Also standard from 2025 are lifetime-enabled connectivity services for connected machines via FieldOps™, the telematics platform from CNH that helps users stay constantly connected to their equipment. This allows monitoring of machine data, performance, location, precision farming operations and more 24/7 services. New Holland technicians operating in the dealer's IntelliCentre remotely monitor the connected machines to help prevent possible failures before they occur.





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The two-year warranty introduction comes in the same year that New Holland marks the 50th anniversary of the launch of the first Braud self-propelled grape harvester, which will be the subject of forthcoming celebrations and communications.

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

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