

CNH amplía sus soluciones de conectividad con Starlink de SpaceX

Basildon, Mayo 15, 2025

CNH (NYSE: CNH) anuncia que ha firmado un acuerdo con Starlink, una subsidiaria de SpaceX, para llevar conectividad satelital de vanguardia a los agricultores. Esta colaboración proporcionará a los clientes de las marcas de CNH —Case IH, New Holland y STEYR— una conectividad robusta, accesible y de alta velocidad, lo que liberará aún más los beneficios de una flota completamente conectada, incluso en las zonas rurales más remotas del mundo.

"Estamos encantados de ofrecer a nuestros clientes acceso a conectividad satelital líder en la industria, lo que les permitirá maximizar el potencial de nuestra gama completa de tecnologías de precisión, incluso en los entornos rurales más desafiantes", dijo Stefano Pampalone, Director Comercial de Agricultura de CNH.

Cómo Starlink potencia la entrega de la tecnología de precisión de CNH

La avanzada red satelital de Starlink ofrece internet confiable y de baja latencia. Esto permite que nuestras máquinas inteligentes se comuniquen y coordinen de manera eficiente, mejorando la productividad y el rendimiento. Se integra perfectamente con nuestra plataforma digital FieldOps™, brindando a nuestros clientes visibilidad de sus máquinas y acceso a datos desde cualquier lugar, en cualquier momento. También les proporciona mayores capacidades de transmisión de datos al mantener sus dispositivos de gestión agrícola siempre conectados, sin importar la ubicación.

La pulverización con base en mapas de prescripción es otro caso de uso poderoso en el que la tecnología de transmisión rápida y confiable de Starlink beneficiará las operaciones agrícolas. La falta de conectividad en mercados como Brasil, por ejemplo, puede dificultar la logística agrícola. La plataforma FieldXplorer de CNH utiliza inteligencia artificial para transformar imágenes de drones en un mapa del campo que distingue entre malezas y cultivos. Con Starlink, ahora podemos exportar esos datos casi instantáneamente para crear un mapa de prescripción de pulverización para la máquina. Esto permite a los agricultores aplicar productos de protección de cultivos más temprano, controlando las malezas antes, lo que en última instancia ayuda a mejorar los rendimientos.

Esta colaboración refuerza el compromiso continuo de CNH de ofrecer a los agricultores soluciones confiables y personalizadas que respondan a las

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demandas únicas de la agricultura, al tiempo que amplifican las capacidades de la tecnología de precisión desde cualquier lugar donde se encuentren.

CNH Industrial (NYSE: CNH) es una empresa de equipos, tecnología y servicios de clase mundial. Impulsada por su propósito *Breaking New Ground* centrado en la Innovación, la Sustentabilidad y la Productividad, la empresa proporciona la dirección estratégica, las capacidades de I+D y las inversiones que permiten el éxito de sus marcas globales y regionales. A nivel mundial, **Case IH** y **New Holland** suministran aplicaciones agrícolas de 360° desde máquinas hasta implementos y tecnologías digitales; y **CASE** y **New Holland Construction Equipment** que ofrecen una línea completa de productos de construcción que hacen que la industria sea más productiva. Las marcas enfocadas regionalmente de la compañía incluyen: **STEYR**, de tractores agrícolas; **Raven**, líder en agricultura digital, tecnología de precisión y desarrollo de sistemas autónomos; **Hemisphere**, líder en diseño y fabricación de tecnologías de posicionamiento y dirección basadas en satélites de alta precisión; **Flexi-Coil**, especializada en sistemas de cultivo y siembra; **Miller**, equipos de pulverización; y **Eurocomach**, que produce una amplia gama de mini y midi excavadoras para el sector de la construcción, incluidas soluciones eléctricas. A lo largo de una historia que abarca más de dos siglos, CNH siempre ha sido pionera en sus sectores y continúa innovando con pasión e impulsando la eficiencia y el éxito de los clientes. Como una empresa global, los más de 35.000 empleados de CNH forman parte de un lugar de trabajo diverso e inclusivo, enfocado en capacitar a los clientes para crecer y construir un mundo mejor.

Para obtener más información y los últimos informes financieros y de sostenibilidad, visita: cnh.com

Para conocer las novedades de CNH y sus marcas, visita: media.cnh.com

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Forward-looking Statements

All statements other than statements of historical fact contained in this press release including competitive strengths; business strategy; future financial position or operating results; budgets; projections with respect to revenue, income, earnings (or loss) per share, capital expenditures, dividends, liquidity, capital structure or other financial items; costs; and plans and objectives of management regarding operations and products, are forward-looking statements. Forward-looking statements also include statements regarding the future performance of CNH and its subsidiaries on a standalone basis. These statements may include terminology such as "may", "will", "expect", "could", "should", "intend", "estimate", "anticipate", "believe", "outlook", "continue", "remain", "on track", "design", "target", "objective", "goal", "forecast", "projection", "prospects", "plan", or similar terminology. Forward-looking statements are not guarantees of future performance. Rather, they are based on current views and assumptions and involve known and unknown risks, uncertainties and other factors, many of which are outside our

control and are difficult to predict. If any of these risks and uncertainties materialize (or they occur with a degree of severity that the Company is unable to predict) or other assumptions underlying any of the forward-looking statements prove to be incorrect, including any assumptions regarding strategic plans, the actual results or developments may differ materially from any future results or developments expressed or implied by the forward-looking statements.

Factors, risks and uncertainties that could cause actual results to differ materially from those contemplated by the forward-looking statements include, among others: economic conditions in each of our markets, including the significant uncertainty caused by geopolitical events; production and supply chain disruptions, including industry capacity constraints, material availability, and global logistics delays and constraints; the many interrelated factors that affect consumer confidence and worldwide demand for capital goods and capital goods-related products, changes in government policies regarding banking, monetary and fiscal policy; legislation, particularly pertaining to capital goods-related issues such as agriculture, the environment, debt relief and subsidy program policies, trade and commerce and infrastructure development; government policies on international trade and investment, including sanctions, import quotas, capital controls and tariffs; volatility in international trade caused by the imposition of tariffs, sanctions, embargoes, and trade wars; actions of competitors in the various industries in which we compete; development and use of new technologies and technological difficulties; the interpretation of, or adoption of new, compliance requirements with respect to engine emissions, safety or other aspects of our products; labor relations; interest rates and currency exchange rates; inflation and deflation; energy prices; prices for agricultural commodities and material price increases; housing starts and other construction activity; our ability to obtain financing or to refinance existing debt; price pressure on new and used equipment; the resolution of pending litigation and investigations on a wide range of topics, including dealer and supplier litigation, intellectual property rights disputes, product warranty and defective product claims, and emissions and/or fuel economy regulatory and contractual issues; security breaches, cybersecurity attacks, technology failures, and other disruptions to the information technology infrastructure of CNH and its suppliers and dealers; security breaches with respect to our products; our pension plans and other post-employment obligations; political and civil unrest; volatility and deterioration of capital and financial markets, including pandemics (such as the COVID-19 pandemic), terrorist attacks in Europe and elsewhere; the remediation of a material weakness; our ability to realize the anticipated benefits from our business initiatives as part of our strategic plan; including targeted restructuring actions to optimize our cost structure and improve the efficiency of our operations; our failure to realize, or a delay in realizing, all of the anticipated benefits of our acquisitions, joint ventures, strategic alliances or divestitures and other similar risks and uncertainties, and our success in managing the risks involved in the foregoing.

Forward-looking statements are based upon assumptions relating to the factors described in this press release, which are sometimes based upon estimates and data received from third parties. Such estimates and data are often revised. Actual results may differ materially from the forward-looking statements as a result of a number of risks and uncertainties, many of which are outside CNH's control. CNH expressly disclaims any intention or obligation to provide, update or revise any forward-looking statements in this announcement to reflect any change in expectations or any change in events, conditions or circumstances on which these forward-looking statements are based.

Further information concerning CNH, including factors that potentially could materially affect its financial results, is included in the Company's reports and filings with the U.S. Securities and Exchange Commission ("SEC").



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All future written and oral forward-looking statements by CNH or persons acting on the behalf of CNH are expressly qualified in their entirety by the cautionary statements contained herein or referred to above. Additional factors could cause actual results to differ from those expressed or implied by the forward-looking statements included in the Company's filings with the SEC (including, but not limited to, the factors discussed in our 2024 Annual Report and subsequent quarterly reports).