



PRESS RELEASE

New Holland Celebrates 50 Years of Braud Innovation with Powerful New Solutions for Vineyards at SITEVI 2025

- *Commemorative wrap highlights 50 years of Braud grape harvesting innovation*
- *New high-capacity Braud 9.50L, 9.70L and 9.70M models introduced*
- *Advanced Vari-Control and OptiLeaf™ systems boost productivity and profitability*

Modena, November 2025

At SITEVI 2025, New Holland is marking the 50th year of Braud self-propelled grape harvesting excellence with a special Show Edition wrap, the launch of new high-capacity models, and advanced Vari-Control and OptiLeaf™ technology, all designed to help growers boost productivity and maximize profitability.

New High-Capacity Models for Greater Efficiency

The Braud 9.50L, 9.70L and 9.70M incorporate multiple features for grape growers requiring a high-capacity harvester. They include the new Vari-Control System, which provides proportional automatic levelling: working at speeds up to 13km/h, this system continuously adjusts leveling angle and hopper unloading speed in proportion to the machine's movement. The result is smoother operation, faster hopper unloading and enhanced operator safety, raising productivity by at least 10%.

For growers working with white, juicy grapes, the new Opti-Leaf™ system offers advanced cleaning. It comprises a roller table and a fan which work together to extract the leaves falling into the bin sides while the grapes are being unloaded. This process minimizes cleaning downtime and maximizes juice retention, for greater efficiency and juice quality, all contributing to a more profitable harvest.

Celebrating a Legacy of Innovation

The first Braud self-propelled grape harvester, the 1020, debuted in 1975. Five years later, the Braud 1014 introduced the revolutionary Noria basket conveying system, setting a new standard in grape harvesting. In 1984, Braud became part of Fiatagri, which in 1995 was a founding brand of today's New Holland. Since then, over 19,000 Braud harvesters have been sold worldwide, earning multiple gold medals for innovation and capturing over 50% of the premium grape harvester market.



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To celebrate 50 years of self-propelled Braud grape harvesters, commemorative units are being produced in a New Holland Blue wrap with vineyard pattern in Profondo Blue, complemented by smooth silver decals, and '50 Year' seat embroidery - a tribute to five decades of excellence in vineyard mechanization.

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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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