



PRESS RELEASE

Hybrid Telehandler Prototype Scoops International Design Prize

- *Machine unveiled at Agritechnica 2025 wins iF Design Award 2026*
- *Innovative design recognized for blend of practical and purposeful styling*

Modena, March 2026

New Holland's reputation for innovative design with practical benefits has been recognized once more with one of the design industry's most important global prizes, an iF Design Award 2026, granted to the advanced Hybrid Telehandler prototype that made its world debut at Agritechnica 2025.

iF Design was founded in 1953, and just one year later the inaugural iF Design Award - now one of the world's oldest and most prestigious design prizes - was given for the first time as a symbol of outstanding design.

Organized by the by the German-based iF International Forum Design, several thousand global professionals and businesses enter the Award annually, submitting their work for evaluation by an independent panel of experts. From almost 5,000 participant companies entering over 10,000 items into the internationally-recognized iF scheme, the New Holland Hybrid Telehandler was picked out by the judges for the unique form, function and differentiation it possesses over standard machines.

The striking styling created for the Hybrid Telehandler prototype blends New Holland's distinctive lines with a compact design that integrates innovative hybrid propulsion technology, using both electric drive and compressed natural gas as power sources, to minimize emissions and maximize autonomy.

"New Holland places great importance on purposeful design with practical benefits for customers, and the Hybrid Telehandler concept is a true example of that.", says Giampiero Vietti, Senior Designer at CNH.

"The primary design challenge lay in seamlessly integrating the specially developed technical layout of this hybrid prototype with New Holland's evolving design DNA - a language already established across the latest generation of combines, forage harvesters and tractors, and strongly aligned with sustainability and smart solutions.

"The design team focused on creating modern, functional styling that elevates the operator experience, ensuring exceptional driving comfort, visibility and overall control.





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“What initially appeared a complex integration exercise ultimately became an opportunity to redefine proportions and express a distinctive new character. The precise, chiselled surface styling gives the Hybrid Telehandler a robust and contemporary presence, making it stand out as a true statement of New Holland innovation, with style and functionality that ensure this machine has an unmistakable presence.”

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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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