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CNH 2025 Tech Day: showcasing customer-centric farming innovations across AI, Autonomy, Robotics and Automation

Hanover, November 11, 2025

CNH (NYSE: CNH) is hosting its 2025 Tech Day today at Agritechnica, the world's largest tradeshow dedicated to agriculture. Under the banner 'Every Field Feeds the Future', the Company presents a robust portfolio of current and upcoming technologies designed to serve and support the world's farmers.

CNH is building a connected ecosystem powered by AI and autonomy, with a vision to deliver predictive, sustainable systems that help farmers see ahead, act smarter, and produce more with less. The Company's intelligent Ag Tech solutions support every phase of the crop cycle from field preparation to seeding and planting, crop protection, and harvesting.

"The world depends on agriculture, and agriculture depends on innovation. Agriculture's biggest challenge is to feed more people, with less land, under increasingly difficult conditions," said **Gerrit Marx, Chief Executive Officer at CNH**. *"The transformation underway in this sector is not just necessary, it is strategic, and we believe AI to be one of the biggest enablers for rapid innovation across our products, people and processes."*

To drive this transformation, CNH is focused on generating incremental value for farmers through its expanding technology portfolio. The Company's 2030 strategy is focused on nearly doubling Precision Tech sales as a percentage of Agriculture Net Sales.

CNH'S CURRENT & FUTURE AG TECH SOLUTIONS ACROSS THE CROP CYCLE

- **Prescription Tillage** is already solving key challenges from soil erosion and residue management to improving soil health and fertility. Field trials show significant productivity increases, yield improvements, and fuel savings.
- **Autonomous Tillage** (in development) builds on these technologies, enabling farmers to reallocate labor and maximize efficiency for better agronomic outcomes.
- **Planter Automation** with Active Implement Guidance (currently available) and Passive Implement Guidance (launching in 2026) ensures over 95% of seeds are placed within 0–5 cm of the intended path, optimizing nutrient placement and root development. This leads to higher yields and savings on seed and fertilizer.

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- **Next-Generation Planters** (by 2030) will feature integrated guidance, enhanced automation for precise seed placement, remote software management, and real-time monitoring via our integrated digital platform FieldOps™, reducing labor needs and maximizing uptime.
- **Sense and Act Spraying Portfolio** uses AI for targeted Green-on-Brown weed detection and variable rate application, delivering up to 60% in herbicide savings.
- **Green-on-Green Spraying** (launching 2027 in North America with One Smart Spray) will reduce herbicide use by up to 80%, supporting sustainability and cost savings.
- **Combine Automation** ([2023 Agritechnica Gold Innovation winner](#)) leverages industry leading technologies, using sensors and AI to continuously adjust machine settings, simplifying operations and boosting productivity. In wheat operations, our combine automation delivers €70 more per hectare in net revenue and 7.4% more tons per hour harvested.
- **Corn Header Automation** ([2025 Agritechnica Silver Innovation winner](#)) uses AI and advanced sensing to reduce crop losses, enhance performance, and cut fuel usage.
- **Kernel Processing System** ([2025 Agritechnica Silver Innovation winner](#)) – installed on Forage Harvesters – employs sensors, cameras, and AI to tailor kernel processing for livestock feed, improving meat and milk nutrition.
- **FILLAutomation** (future proof of concept) is mounted on the spout of a forage harvester. It scans the trailer pulled alongside it and automatically guides the spout for precise, even and efficient filling. This reduces operator fatigue and prevents spillage.
- **Advanced Guidance Systems** for specialty tractors combine GPS and LIDAR to recognize row ends and automate path planning, supporting less experienced operators and boosting productivity.
- **R4 Autonomous Robot Family** (a proof of concept debuting at Agritechnica) fully autonomous and cab-less vehicles featuring a hybrid or full electric powertrain. They execute repetitive, lower-value tasks – such as inter-row mowing, tillage, or spraying. This increases efficiency in high-value crops by alleviating labor shortages across the season and can deliver up to 100% CO₂ reduction.

AG TECH THAT THRIVES IN A CONNECTED ECOSYSTEM

The commercially available CNH technologies listed above are fully integrated and enhanced through the **FieldOps™ Digital Farm Management Platform**, providing real-time data, fleet management, and remote support for customers of CNH brands Case IH, New Holland, and STEYR. This open digital ecosystem allows



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users to integrate with third parties such as agronomists and seed suppliers. Furthermore, dealers are equipped with CNH's AI Tech Assistant to facilitate predictive maintenance and faster issue resolution.

And all these technologies rely on uninterrupted connectivity. That is why CNH is committed to ensuring full connectivity in even the most remote, and currently under-served, rural areas through collaborations such as its latest satellite connectivity agreement with Starlink™. This open approach to connectivity enables farmers to work with their preferred partners, ensuring flexibility and compatibility across platforms.

SOIL IN THE SPOTLIGHT

A farmer's number one asset is their land – often passed down through generations and vital for future productivity. Soil health determines not only yield but also the quality of the food we eat.

With only 3% of the Earth's surface suitable for crop production and 33% of soils already degraded, CNH's technology is helping farmers increase productivity sustainably to preserve soil through:

- **Nutrient Stratification:** Precision tillage and planting technologies ensure nutrients are optimally placed for each crop.
- **Crop Residue Management:** Automation systems evenly distribute residue, improving soil fertility and reducing erosion.
- **Water Conservation:** Variable rate applications and advanced irrigation management help conserve water and reduce waste.
- **Integrated Pest Management:** AI-driven spraying targets only the necessary areas, reducing chemical use and environmental impact.

As agriculture enters a new era of growth and innovation, CNH is committed to helping farmers protect their legacy and feed the future, one field at a time.

CONNECT WITH CNH @ AGRITECHNICA

- Visit the CNH brands and Tech Area in **Hall 3, Stand 03B21**
- Watch CNH's Tech Day live at 8:00 am ET: bit.ly/CNHtechday2025 [Live](#)
- Find today's materials and event replay at: bit.ly/CNHtechday2025
- Download media materials at: media.cnh.com



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CNH Industrial (NYSE: CNH) is a world-class equipment, technology and services company. Driven by its purpose of Breaking New Ground, which centers on Innovation, Sustainability and Productivity, the Company provides the strategic direction, R&D capabilities, and investments that enable the success of its global and regional Brands. Globally, **Case IH** and **New Holland** supply 360° agriculture applications from machines to implements and the digital technologies that enhance them; and **CASE** and **New Holland Construction Equipment** deliver a full lineup of construction products that make the industry more productive. The Company's regionally focused Brands include: **STEYR**, for agricultural tractors; **Raven**, a leader in digital agriculture, precision technology and the development of autonomous systems; **Hemisphere**, a leading designer and manufacturer of high-precision satellite-based positioning, and heading technologies; **Flexi-Coil**, specializing in tillage and seeding systems; **Miller**, manufacturing application equipment; and **Eurocomach**, producing a wide range of mini and midi excavators for the construction sector, including electric solutions.

Across a history spanning over two centuries, CNH has always been a pioneer in its sectors and continues to passionately innovate and drive customer efficiency and success. As a truly global company, CNH's 35,000+ employees form part of a diverse and inclusive workplace, focused on empowering customers to grow, and build, a better world.

For more information and the latest financial and sustainability reports visit: cnh.com

For news from CNH and its Brands visit: 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;



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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, commerce and infrastructure development; government policies on international trade and investment, including sanctions, import quotas, capital controls, tariffs and other protective measures issued to promote national interests or address foreign competition, which in turn result or may result in retaliatory tariffs or other measures enacted by affected trade partners; volatility in international trade caused by the imposition of tariffs and other protective measures and the related impact on cost and prices, which could consequently affect demand of our products, 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 postemployment 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. SEC.

All future written and oral forward-looking statements by CNH or persons acting on 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).