



NEWS RELEASE

New Holland wins 'Best Specialized' at Tractor of the Year 2026 Awards

2025-11-10

New Holland wins 'Best Specialized' at Tractor of the Year 2026 Awards

Hanover, November 10, 2025

CNH's (NYSE: CNH) iconic agriculture brand New Holland has once again set the benchmark for excellence. The New Holland T4.120F Auto Command earned top honors in the Specialized category at the prestigious 2026 Tractor of the Year (TOTY) awards.

The ceremony was held at Agritechnica in Hanover, Germany – the world's leading agricultural trade fair – and celebrates the industry's most advanced and impactful machinery. The TOTY jury comprises leading farm machinery journalists from across Europe.

"We are delighted to see our product excellence once again recognized by the Tractor of the Year jury," said Gerrit Marx, Chief Executive Officer at CNH. "Our machines provide the latest in advanced technology designed to make farmers more productive and profitable. And we're thrilled to showcase what's next for CNH at our Tech Day, live from Agritechnica on November 11."

Designed with comfort and innovation in mind, the new T4.120F model introduces our Auto Command™ Continuously Variable Transmission (CVT) with a 50-kph ECO mode — a first in the specialty tractor segment. The introduction of this model completes the range and is packed with high-end specifications that are unique to narrow tractors operating in vineyards and on fruit farms — with specific emphasis on operator comfort and ease

of use.

CONNECT WITH CNH @ AGRITECHNICA

- Visit the CNH brands and Tech areas in Hall 3, Stand 03B21
- Watch CNH's Tech Day live tomorrow, November 11 at 8:00 am ET: bit.ly/CNHtechday2025_Live

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

Media contacts:

Rebecca Fabian
North America
Tel. +1 312 515 2249

Alex Ellis
United Kingdom
Tel. +44 (0)758 106 1696

mediarelations@cnh.com

Attachments

- New Holland T4.120F Auto Command
- New Holland T4.120F Auto Command
- 20251110_PR_CNH_TOTY_Awards

Source: CNH Industrial N.V.

New Holland T4.120F Auto Command

TOTY 2026 award displayed on the stand

New Holland T4.120F Auto Command

Field image