



PRESS RELEASE

## **CNH Zedelgem: Where big farm machinery meets cutting edge tech**

Basildon, March 07, 2024

At CNH we deliver customer inspired innovation, integrating great iron and advanced tech. The result: industry leading products that make farming more productive, efficient and profitable.

Our photo series gives a behind-the-scenes glimpse of where modern harvesting comes to life. Discover our Harvesting Center of Excellence – Zedelgem, Belgium – home of the award-winning New Holland CR11 combine.

Founded in 1906, our New Holland Harvesting Center of Excellence produces the industry leading CX and CR combine harvesters. It is also the birthplace of Europe’s first self-propelled combine harvester.

We recently announced the latest developments for the site, a €150 million five-year investment plan to expand both research & development and production capabilities. This plan focuses on further enhancement and production of the new CR11, our New Holland brand’s next generation flagship combine harvester. This machine uses advanced artificial intelligence technologies to deliver the high productivity and yield our customers’ demand. Real-time machine learning, automated predictive adjustments, intelligent fuel management, and unique sensors to assess crop nutrient composition are just a few of its extraordinary features.

Automation to drive productivity is at the heart of the CR11 combine, and this principle holds true for its production as well. The assembly and logistics area will be completely redesigned using lean principles. Automated guided vehicles will move the combines through the assembly line, creating a safer, more efficient, and more flexible process. The combines will be comprehensively tested and inspected in the four new inline test stations, ensuring the highest build quality.

To find out more and view the photo gallery, visit: [bit.ly/BreakingNewGround\\_en](https://bit.ly/BreakingNewGround_en)

**CNH Industrial** (NYSE: CNHI) is a world-class equipment 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**,

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*specializing in tillage and seeding systems; **Miller**, manufacturing application equipment; **Kongsilde**, providing tillage, seeding and hay & forage implements; 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 40,000+ 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](http://cnh.com)*

*For news from CNH and its Brands visit: [media.cnhindustrial.com](http://media.cnhindustrial.com)*

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