



PRESS RELEASE

## How AI is accelerating innovation in agriculture

Basildon, October 9, 2025

AI is reshaping agriculture - and CNH is at the forefront of this transformation. In one of the world's oldest industries, we have been supporting farmers through innovation and engineering for over 180 years. Today, as they face challenges such as constrained farming land, a changing climate and labor shortages, we're delivering AI-powered solutions that help them work smarter and more sustainably.

On CNH combines, tractors, and sprayers, AI systems make complex decisions in real time, from steering vehicles to optimizing inputs all to improve productivity and yields. Technologies such as SenseApply™ sprayer automation use machine vision to apply treatment only where needed, cutting herbicide use and increasing productivity for farmers each year.

In our latest *A Sustainable Year* story, CNH experts, including Head of Technology Strategies and Product Innovation, Francesca Protano, share how AI is making farming smarter, faster, and more sustainable. The story also features insights from Dr. Dennis Buckmaster, professor and expert in digital agriculture and AI at Purdue University, on how AI and connectivity are shaping the future of farming.

Read the full story at: <https://publications.cnhindustrial.com/a-sustainable-year-2024-2025/ai-in-ag>

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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.

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