



PRESS RELEASE

CNH's Design Center wins four Good Design Awards

Basildon, January 18, 2024

Product designs from CNH's global agriculture brands Case IH and New Holland have been honored with four **Good Design Awards**. Winners of this renowned global prize for design excellence are determined by the [Chicago Athenaeum Museum of Architecture and Design](#) and [Metropolitan Arts Press Ltd.](#) This edition saw submissions received from over 55 countries.

*"Our CNH Design Team is always thrilled to be recognized by the Good Design Awards. The unique talents within this global team are on full display in these designs which include our brands' flagship products and world first electric tractors with autonomous features," said **David Wilkie, Head of Design at CNH.***

Our Winners

The Case IH Farmall 75C Electric is the brand's first fully electric tractor. The electrification of the iconic Farmall model gave the CNH Design team an opportunity to reimagine it with a brand-new design that evokes its powerful, diesel-equivalent performance and ability to tackle agriculture's toughest jobs.

The Case IH Quadtrac 715 – the world's most powerful tractor – sports a new signature look that suggests its vast technological and performance capabilities, which work in unison to deliver customers greatly increased productivity.

The New Holland CR11 is the brand's next-generation flagship combine. It integrates world-class iron with AI and machine learning to automate tasks and optimize all aspects of harvesting, from maximizing crop value to minimizing fuel usage. It showcases a new design and style for the brand, developed through close collaboration between the CNH Design, Engineering, Product and Brand Marketing teams. The result is iconic: a refreshed design that is stylish yet timeless. The flow of the harvest is underlined on the exterior body panels by the flowing blue line that runs across the combine, highlighting the various functions of the machine.

The New Holland T4 Electric Power all-electric utility tractor features the New Holland Clean Blue color, an illuminated leaf emblem, and signature taillights that mark a clear distinction from the aesthetics of conventional diesel tractors. Its world-first launch was a milestone in our strategic plan for electrified vehicles. As a fully battery-powered vehicle, it is the first zero-emission light utility tractor with no internal combustion engine and autonomous features.

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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**, 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

For news from CNH and its Brands visit: media.cnhindustrial.com

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