



RELEASE  
PRESS  
RELEASE

## **New Holland to Showcase Advancements in Precision Technology for Growers at FIRA USA 2024**

- *New Holland returning to FIRA USA with their booth located near their robotics agriculture partners, Bluewhite and Stout Industrial Technology.*
- *New Holland to lead a panel discussion — Automation is the Buzzword: How's It Coming to Life in the Field? — on October 22nd at 9:30 am PST.*
- *FIRA is the leading event for Ag Robotics and automation for farming, with two editions per year, World FIRA in France, and FIRA USA in the United States.*

New Holland, Pa., October 2024

New Holland, a global leader in agricultural machinery and solutions, is once again partnering with FIRA USA, the premier event for agricultural robotics and automation and meeting place for farmers, industrialists, start-ups, scientists and investors to design the future of agriculture. This year's event will take place October 22-24, 2024, in Woodland, California.

At FIRA USA 2024, New Holland will present its latest advancements in precision farming and autonomous technology, designed to enhance grower productivity and sustainability. Attendees will have the opportunity to experience firsthand the cutting-edge innovations that are shaping the future of farming.

The New Holland booth will be #50, with partners Stout Industrial Technology at booth #51 and Bluewhite at booth #25.

### **Highlights of New Holland's Participation**

At FIRA USA, New Holland will showcase its auto guidance and robotics offerings, enhanced through partnerships and collaborations with companies like Bluewhite and Stout. This culmination of innovation makes New Holland a hub of technologies with a comprehensive offering for growers.

**At the booth**, New Holland will focus on guidance and precision farming solutions. A demo trailer with the full suite of technology offerings will welcome visitors, providing opportunities for one-on-one demonstrations.





PRESS RELEASE

In the dedicated **Robot Zone**, New Holland will display advanced precision farming tools that enable farmers to optimize their crop yields while minimizing their environmental impact.

- **Precision Fan Sprayer** for the T4.120F specialty tractor allows growers to reduce crop protection inputs by up to 10% by automatically controlling rate and section shut-offs. This means growers can use less product and avoid overfertilizing. The automation technology offers productivity advantages, allowing farmers to cover up to 20% more acres per day and eliminate misapplications, including overlaps and skips, with coverage sharing.
- **XPower XPR** concept developed by New Holland with partner Zasso, is an innovative electric weeding solution designed for row crops. This technology uses high voltage to control weeds without chemicals, making it environmentally friendly and effective. It targets weeds down to the roots, preventing regrowth while minimizing erosion and maximizing soil conservation.

By presenting the Precision Sprayer for specialty tractors at FIRA, New Holland will introduce an innovative solution **recently made available to customers**. This advancement leverages our **expertise from row crop sprayers** combined with Raven's industry leading precision sprayer technology and applies it to vineyards and specialty applications. This achievement is the result of our deep understanding of vineyard customers' needs, derived from our leadership in the segment, and our application of this knowledge to a market where precision spraying had previously not been considered.

During the first day of FIRA USA, October 22, New Holland will host a [panel discussion](#) as part of the official program, featuring representatives from the company's precision technology teams as well as growers. The panel — Automation is the Buzzword: How's It Coming to Life in the Field? — dives into how autonomy is progressing in real-time as it transforms nearly every element of farming. This panel will take place from **9:30-10:00 a.m. PST** in the private meeting room in The Plaza.

In addition, a fleet of New Holland tractors will be operating in the in-field demo area. They will be demonstrating innovations like the Stout Smart Cultivator, a software-controlled cultivator that uses cameras, AI and proprietary vision technology to distinguish crops from weeds.

Another partner, Bluewhite, a leading autonomous technology company enabling AI-driven autonomous farming, will be active at FIRA. Earlier this summer, New Holland announced a partnership to collaborate on distribution, manufacturing and integration





PRESS RELEASE

of Bluewhite's autonomous aftermarket solutions for New Holland tractors, exclusively in North America.

"FIRA USA 2024 is an opportunity for us to share our vision for the future of agriculture and demonstrate what we're doing today to elevate the industry," said **Carlo Lambro**, Brand President at New Holland. "Our participation underscores our dedication to providing farmers with the tools they need to meet the challenges of modern agriculture and to promote sustainable farming practices."

New Holland invites all attendees to visit their booth to learn more about their innovative solutions and engage with their team of experts. For more information about New Holland's participation in FIRA USA 2024, please visit <https://fira-usa.com/>.

[ENDS]

*For over 125 years, New Holland has supported farmers with the technology, solutions and services they need for productive agriculture. It has a history of driving innovation, providing the answers to customer needs with a broad range of agricultural and light construction equipment. With proven production machines that utilize the latest alternative fuel technology to power the sustainable revolution in farming, we are the sector's Clean Energy Leader. Our expertise and innovations are backed by precision connected services and supported by a dedicated and global dealer network with a strong territory presence.*

*With you, Season after Season.*

*CNH Industrial (NYSE: CNH) is a world-class equipment, technology and services company. More information about CNH can be found online at [www.cnh.com](http://www.cnh.com)*

For more information contact:

Alice Brignani

Global PR & Sustainability, New Holland

Phone: +39 347 2126801

Email: [alice.brignani@newholland.com](mailto:alice.brignani@newholland.com)

[www.newholland.com](http://www.newholland.com)

