

CNH's latest AI sprayer precision tech goes beyond the boom

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Machine learning and camera sensing technology are proving how powerfully AI supports agriculture by boosting efficiency, reducing input costs, and helping farmers grow more sustainably. An innovation from CNH uniting real time crop analysis and automated spraying now comes built-in for its Case IH, New Holland and Miller brands' sprayer portfolio.

This smart sprayer precision tech detects green on brown (weeds on soil) and then delivers the precise application of inputs such as water, herbicides and fertilizers – saving on resources and cutting down chemical use, resulting in more productive acres.

The latest installment in our 'A Sustainable Year' series delves into the technology behind this breakthrough and talks to an American farming family tending to 40,000 acres about the benefits they're already seeing on the ground.

Read the full story at: publications.cnhindustrial.com/a-sustainable-year-2024-2025/senseapply-technology

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

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