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## NEW HOLLAND STRADDLE TRACTOR CONCEPT WINS GERMAN DESIGN AWARDS 2023

Coëx, 15th December, 2022 – New Holland's Straddle Tractor Concept is the winner of a **gold medal at the German Award Design 2023** in the category **Excellent Product Design**.

The German Design Award is the prestigious prize awarded by the German Design Council, Germany's design and brand authority based in Frankfurt am Main. The jury members form a unique network of experts in innovations and design.

Revealed at SITEVI (salon international des équipements et savoir-faire pour les productions vigne-vin, olive et fruits-légumes) 2021, the Straddle Tractor Concept is a co-production of **New Holland Agriculture** and **Pininfarina**, the internationally recognized design house.

The concept has been developed in a video, that has been watched thousand of times on New Holland

Agriculture channels from users all over the world: the idea was specifically designed to meet the requirements of the narrow vineyards. These operations produce high-quality, high-value wines from grapes grown in rows less than one and a half meter wide, often on steep slopes and on small vineyards. In these conditions, grapes are picked by hand and most of the vine maintenance work is done by means of a tractor travelling overhead the rows.

The futuristic design developed by Pininfarina combines safety, comfort, and technology: it is **inspired by the shape of a glass of Champagne** – tall, wide at the top and tapering down at the bottom – as a homage to premium wine growers of regions such as Champagne, Médoc and Burgundy.

The cab is completely made by glass, providing the operator with exceptional visibility on the vines and ▶



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all around and it is angled in the direction of travel, adding dynamism to the design.

The overall exterior look of the machine stands out for the flowing and dynamic automotive-inspired lines. The exposed frame confers a sporty look.

The interior features a large single door and rotating seat, with use of wood contributing to the cab's plush, luxurious feel, again reminding of wine barrels.

In keeping with New Holland Agriculture long standing and ever-growing commitment to all aspects of sustainable agriculture and the brand Clean Energy Leader strategy, the concept has been created as ready for the electric traction, for a future of alternative energies fuelled machines.

**Carlo Lambro, Brand President of New Holland Agriculture** says: "The revolutionary Straddle Tractor

Concept is the result of the cooperation of two specialists in their respective area which offer an elegant design, outstanding innovation and forward thinking idea of machines in agriculture. It is an honor for New Holland to receive this unexpected award, it makes us even more willing to continue to develop safe, comfortable, high-quality and of course, well-designed machines."

Alfredo Palma, Chief Transportation Designer says: "The futuristic design of the Straddle tractor Concept is a balanced mix of functionality and style, where comfort and safety meet a unique personality inspired by the shape of the champagne glass. We are very proud of the collaboration with New Holland and the assignment of the German Design Award is a further endorsement of the great result reached together."

Watch the [video here](#) ▶

## ABOUT NEW HOLLAND AGRICULTURE

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored

financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer.

For more information on New Holland visit [www.newholland.com](http://www.newholland.com)

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