



Triple win for CNH brands at the 2026 Red Dot Design Awards

IMAGE SOURCE: CNH Industrial NV

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- CNH celebrates a triple win at the 2026 Red Dot Design Awards with tractors from Case IH, New Holland, and STEYR brands recognized for outstanding design quality and innovation.
- The Case IH Puma features an improved cab environment, enhanced operator comfort, and upgraded lighting for better visibility and safety.
- New Holland's T7 Standard Wheelbase offers compact dimensions, improved maneuverability, and introduces the new Dynamic Blue color as part of a consistent brand design language.

- STEYR's Cervus CVT combines high power with compact size, practical service access, and advanced lighting integrated with brand identity elements.
- These awards underscore CNH's focus on customer-driven design that balances aesthetics, functionality, and real-world farming needs.

The winning tractor designs are:

- **Case IH** Puma
- **New Holland** T7 Standard Wheelbase
- **STEYR** Cervus CVT

CNH is proud to announce that three models from its Case IH, New Holland, and STEYR® brands, have won 2026 Red Dot Design Awards. Red Dot is one of the world's most prestigious design competitions, honoring products that stand out for design quality, innovation and usability.

"When design works seamlessly for our customers, it elevates both performance and pride of ownership," said Lisa Jackson, Head of Design and UX at CNH. "This recognition across multiple designs reflects our commitment to creating machines where distinctive, thoughtful design goes hand-in-hand with real-world value for farmers."

The winners

The Case IH Puma® series combines bold Case IH family styling with a significantly enhanced cab environment designed to support long working days. Improvements include easier access, revised interior styling, increased storage and upgraded in-cab displays, all developed to enhance operator comfort, and everyday ease of use. Externally, a redesigned hood and lighting package improve forward visibility, while new LED fender taillights integrate safety with a distinctive visual signature.

The New Holland T7 Standard Wheelbase stands out for its compact proportions, more dynamic stance and carefully integrated functional elements that deliver improved visibility, maneuverability and operator comfort. The tractor also debuts New Holland's Dynamic Blue color, which will be progressively introduced across its product portfolio underlining the brand's commitment to a distinctive and consistent design language. Styling details such as the new hood shape, integrated cab access, LED lighting and refined rear design blend

aesthetics with practical benefits for everyday farming operations.

The STEYR Cervus CVT is the brand's first 400+ horsepower tractor. It features STEYR's distinctive new styling within a model that blends a high-power output with compact dimensions, to provide maximum flexibility and the ability to handle a full suite of tasks. It incorporates practical features such as easy service access and an advanced lighting concept, including high intensity hood and taillights. The STEYR logo is now seamlessly integrated into the rear lights, while daytime running lights complete the modern, unmistakable design.

These awards reflect CNH's commitment to customer-driven design, functionality and innovation.

Source: CNH Industrial NV

TRACTORS