

REGULATIONS

Biking New Ground 2025

AIM: The forth edition of Biking New Ground - Move together aims to further encourage CNH employees based at participating sites (see below for details) towards the use of sustainable transport (bicycles) as an alternative to private cars for home-to-work/work-at-home commuting and daily activities.

2025 edition will focus on a concrete commitment to inclusiveness and sustainable mobility, with the aim of positioning CNH as a leader in a movement of conscious cyclists: The Biking New Ground – Move together Movement.

A call to action during the European Mobility Week (16-22 September) in which employees will be encouraged to join the Biking New Ground Movement, generating a chain effect of commitment and responsibility.

The Biking New Ground project will be open for registration at the end of July.

DURATION: from July 25th to the 22nd of September 2025.

ELIGIBILITY: all CNH employees based at the participant sites.

PARTICIPANT SITES:

Italy:

- Bagno di Romagna
- Cesena
- Jesi
- Lecce
- Modena
- San Matteo (Modena)
- Turin (Corso Mortara)
- Turin (Lungo Stura)

Belgium:

- Antwerp
- Zedelgem

Austria:

- Sankt Valentin

France:

- Croix
- Le Plessis
- Etampes
- Coex
- Case NSO

UK

- Basildon
- Daventry

EVENT FORMAT:

From July 25: Launch of the Biking New Ground Movement and publication of the landing page (opening of registration of CNH employees to the Movement and information on how to receive the T-shirt.)

The period between the 16th and 22nd of September, during the European Mobility Week, will be an active participation week. During this time, employees who are part of the Biking New Ground Movement are encouraged to proudly wear their event T-shirts and incorporate cycling into their daily activities. This includes commuting to and from work using their bikes, wherever feasible.

Please note that the use of electric scooters is not permitted during this event.

To foster a sense of community and shared experience, members of the Biking New Ground Movement are also encouraged to send selfies while wearing their event T-shirt and cycling.

REGISTRATION: via the Biking New Ground website www.BikingNewGround.com

ORGANIZATION:

1. All participants will be entitled to an exclusive Biking New Ground T-shirt, to be collected as instructed by the site HR manager.
2. Members of the Biking New Ground Movement are invited to wear their exclusive T-shirt during the European Mobility Week and to send in their photos, which will become part of the gallery reserved for CNH subscribers.
3. Employees can choose whether they want to take part in the event on one day or on multiple days. Employees may choose to take part in the event on one or more days.
4. If they wish, while taking part employees may take one or more photos, which can be uploaded to the Biking New Ground website (link) to share their participation. Terms for the use of images are specified on the website.

CONTACTS: contact the site Mobility Manager and/or HR Manager for further information.

DATA PROTECTION:

All personal data collected will be processed in full compliance with the provisions of Italian Legislative Decree 196/2003 and Regulation (EU) no. 679 of 27 April 2016 as amended, only for the purposes and by the procedures stated in the privacy policy statement available on the website