









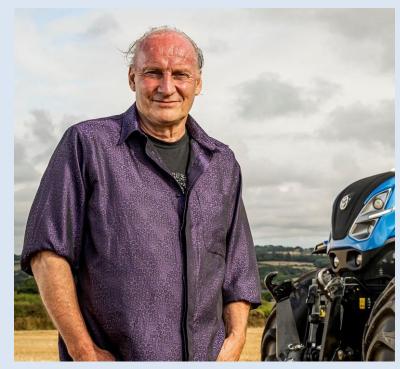
#### 34th Members' Meeting of the «Club of Bologna

### Mechanisation and Technologies for New Farmers Needs

11-12 October 2025 Bari, Italy

#### **Designing Dreams for a Bright Future**

DAVID WILKIE CNH: email, david-melvin.wilkie@cnh.com



#### **David Wilkie**

#### Head of Industrial Design for CNH

David Wilkie is the Global Head of Industrial Design for all Brands of CNH, leading studios in Torino and Modena, Italy and Chicago, USA.

Graduating in Product Design from the Glasgow School of Art in Scotland,

David then achieved a Masters Degree in Automotive Design at the Royal College of Art, London.

Experience ranges from 5 years with Peugeot Citroen in Paris to 15 years in Ford's Advanced Design Center, Ghia in Torino Italy.

5 years at the Iconic design house Bertone, first as Interior Design Director, then as Overall Design Director, leading Automotive as well as Commercial Vehicles and Product Design for major global manufacturers.

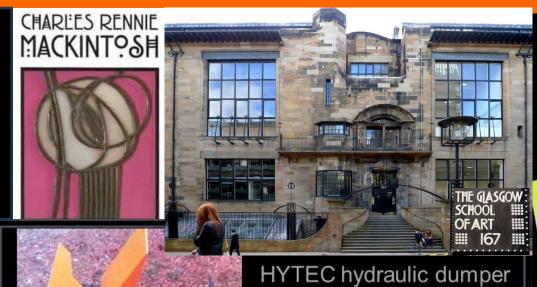
Following Bertone, David worked in the Electric Mobility field both in Switzerland and France designing for Startups, Mindset and Mia Electric.

Many years as a consultant Designer working with International manufacturers has enriched David's comprehensive overview of Design.

This automotive background has helped David inspire the Industrial Design team's work within CNH. Winning multiple Design awards for New Holland, Case IH and Steyr. From Tractors to Combine harvesters & Construction Equipment.

Making design a key factor in the success of CNH machines.





Royal College of Art
Postgraduate Art & Design







1980

Degree Product Design

# ogle

### In

#### Internships





○ ○ ↑ Initial sketching experience

#### Internships



INDUSTRIAL DESIGN

## seymourpowell

Rendering and presentation experience 1984



Ford sponsored student RCA 1982-84



Research & Engineering Center Dunton



SMITHS Industries Clock design 1979

Internships

# Automotive Design















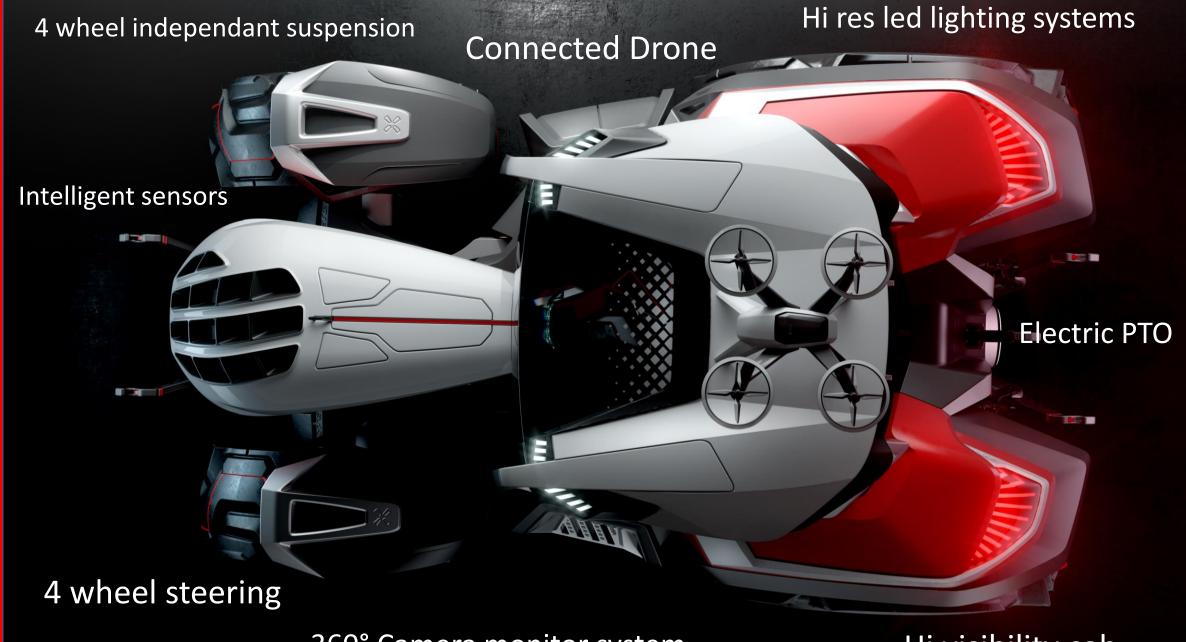




TETRA is a Methane Powered Innovation Concept which completly rethinks how a wheel loader can be in the future. It's dramatic forfard leaning cab gives maximum visibility to the operator. Electric sliding door gives easy access. Hi Tech camera systems allow for maximum operational safety.







360° Camera monitor system

Hi visibility cab



#### EXTERIOR RENDERS















M IED





















### **HUSTLER**









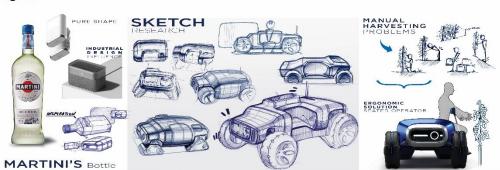




















#### DESIGNED BY

Francesco Raffaele Alessandro Ravedati Megh Bhatt Santiago Espindola



34th Members' Meeting of the Club of Bologna Bari, October 11-12, 2025









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Thank you

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