

## **CNH Industrial brand wins TOTY® 2015 Tractor of the Year award**

*The Magnum 380 CVX from Case IH, one of the company's global agricultural machinery brands, marks an important achievement by winning the 2015 Tractor of the Year award.*

Basildon, November 12, 2014

CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) is proud to announce that the Magnum 380 CVX tractor from its brand Case IH has won the prestigious Tractor of the Year title at the TOTY® 2015 awards. This award series is conferred at the major European agricultural machinery exhibition taking place in the fall or winter of each calendar year. This year's exhibition is EIMA International 2014, which is being held in Bologna, Italy from 12 – 16 November.

TOTY® 2015 winners are determined by a jury composed of 23 expert journalists representing major European trade publications. Throughout the competition, Case IH promoted the strengths of the Magnum 380 CVX to the jury. Features that contributed to its win include the CVX continuously variable transmission, the easy to use multi-controller armrest, the new LED lighting packages and the innovative "Rowtrac" solution using a combination of rear tracks and high-tech low pressure front tyres. This solution provides the tractor with greater traction to transfer power to the ground together with the advantage of minimal soil disturbance compared to standard single-track machines.

"We are honoured to have received the Tractor of the Year 2015 award," said Matthew Foster, Vice President Case IH EMEA (Europe, Africa and the Middle East) at the awards ceremony. "27 years of Magnum tractors means 27 years of approval by the toughest group of testers you can get: farmers in their daily work."

First launched in 1987, the Magnum series has undergone continuous improvement, further increasing performance and productivity, reducing fuel consumption and emissions, improving operator comfort and therefore optimising the customer's return on investment.

PRESS RELEASE

**CNH Industrial N.V.** (NYSE: CNHI /MI: CNHI) is a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. Each of the individual brands belonging to the Company is a major international force in its specific industrial sector: Case IH, New Holland Agriculture and Steyr for tractors and agricultural machinery; Case and New Holland Construction for earth moving equipment; Iveco for commercial vehicles; Iveco Bus and Heuliez Bus for buses and coaches; Iveco Astra for quarry and construction vehicles; Magirus for firefighting vehicles; Iveco Defence Vehicles for defence and civil protection; and FPT Industrial for engines and transmissions. More information can be found on the corporate website: [www.cnhindustrial.com](http://www.cnhindustrial.com)

**For more information contact:**

Laura Overall  
Corporate Communications Manager  
CNH Industrial  
Tel. +44 (0)1268 292 468

Alessia Domanico  
Corporate Communications  
CNH Industrial  
Tel: +44 (0)1268 292 992

Email: [mediarelations@cnhind.com](mailto:mediarelations@cnhind.com)  
[www.cnhindustrial.com](http://www.cnhindustrial.com)