

## **CNH Industrial is a Gold Sponsor at Smart Mobility World 2014**

*The company is sponsoring one of Europe's most important events dedicated to sustainable mobility. CNH Industrial's participation at Smart Mobility World 2014 spans conferences and workshops as well as the display of natural gas and electric vehicles which demonstrate the company's leadership in the field of alternative fuel transport.*

Basildon, November 13, 2014

CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) is a Gold Sponsor at Smart Mobility World 2014. Held at the Lingotto Conference Centre in Turin, Italy until November 14<sup>th</sup>, this annual event series presents a comprehensive overview of topics related to sustainable mobility. The number of participants in its previous edition confirms Smart Mobility's authority as a point of reference in Europe: 3,000 certified professionals, 234 speakers at its 28 conferences and 148 sponsors, exhibitors and partners.

CNH Industrial's presence at the 2014 edition of Smart Mobility World includes participation in several major conferences and workshops as well as a stand which testifies to the company's European leadership in the field of alternative fuel transport.

"Natural Gas for Green Mobility", a workshop focusing on the development of natural gas will see members from CNH Industrial's EMEA (Europe, the Middle East and Africa) Institutional Relations team outline the key factors for its successful implementation in Europe. Among these are the ongoing dialogue between stakeholders to support concrete measures for the development of the natural gas sector in Europe and the maintaining of a fiscal approach to ensure the spread of this environmentally-friendly fuel as a means towards even cleaner technology: biomethane.

A presentation will be given within this workshop to present the principal characteristics of the new Stralis LNG, with a focus on the advantages and opportunities that arise from choosing LNG and the prospects for its development in Italy. The Stralis LNG has already garnered attention in Europe, earning early praise from Iveco customers such as Schouten, a Netherlands-based dealer which holds the European authority in natural gas commercial vehicles and LC3, a leading logistics company based in Italy specialising in the temperature controlled transport of goods and containers, which recently added 50 Stralis Hi-Way LNG vehicles to its fleet.

On Friday November 14<sup>th</sup>, CNH Industrial will headline the City Logistics conference. Representatives from Commercial Services & Customer Care and CSST (Research Centre for Transport Systems) will present a simulation model for the urban transport of goods. This simulation provides foresight into the complex behaviour of the “city logistics” system, thereby allowing for an ex-ante evaluation of the effects of regulations and policies for its adjustment.

During the course of this event, the Iveco Vision will be presented as a mobility concept with a low environmental impact. The project is conceived as a laboratory for the study and development of new technological solutions and future modes of transport, which lead to the natural evolution of Iveco's light commercial range. Iveco Vision is focused on the specific development of three new areas of experimentation: a new adaptive human-machine interface, a distinct design that features unprecedented visibility and a new fully automated system for load management. The fully-equipped prototype operates as an efficient delivery van thanks to integrated data flow which allows for smart management. This all-new approach transforms today's “delivery machine” into a “mobile distribution hub”.

In its capacity as Gold Sponsor, CNH Industrial has a dedicated stand featuring its latest developments in the field of sustainable mobility. Three vehicles from company brand Iveco are present at Smart Mobility: two heavy duty on-road Stralis trucks equipped for urban waste collection, one running on LNG (Liquefied Natural Gas), the other running on CNG (Compressed Natural Gas), are on display; and the lightweight on-road Daily Electric is available for test drives.

**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)

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