

AE50: ASABE ranks technologies from CNH Industrial brands among top 50 innovations of the year

The American Society of Agricultural and Biological Engineers have included five technologies from Case IH and four technologies from New Holland Agriculture in their annual AE50 Awards. This prestigious awards series acknowledges the year's top 50 smart engineering product innovations to be introduced on the US market in 2014.

Basildon, December 19, 2014

CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) is proud to announce that its two global agricultural machinery brands, Case IH and New Holland Agriculture, have been included in the 2015 edition of the esteemed AE50 Awards. Determined and administered by the American Society of Agricultural and Biological Engineers (ASABE), the AE50 names the top 50 agricultural machinery product innovations to be presented in 2014. New product ideas are ranked each year according to the criteria of innovation, significant engineering advancement and impact on the market served.

Case IH, CNH Industrial's global agricultural machinery brand for professional agribusinesses, finishes off the year with five spots on the coveted list for its products, attachments and integrated systems. The brand's Precision Disk™ 500 disk drill, used for seed and fertilizer application, made the AE50 thanks to its innovative intermediate wing hinge design, which facilitates road transport for 50-foot and 60-foot model drills. Other entries included the Steiger® 620 HD's indirect engine cooling system (the engine is manufactured by fellow CNH Industrial brand FPT Industrial); and the Ecolo-Tiger® 875 disk ripper for its ability to provide a high-yield environment for plants by eliminating soil compaction while analyzing crop residue for nutrient release that is in sync with crop demands.

The unique pivoting design of the flip-up tall corn attachment for Case IH's 4400 series corn head was another winner. The design of this attachment prevents the loss of corn ears over the ends of the head when harvesting in fields with a tall corn crop, thus minimizing waste. Finally on the list for Case IH is one of its best-selling tractors: the Magnum Rowtrac featuring four points of ground contact to deliver more flotation, maneuverability and comfort than two-track alternatives. Thanks to the tractor's exclusive high-flotation tires and longer wheelbase, the tractor provides more traction with less compaction under load.

Picking up another four spots on the AE50 were technologies from New Holland Agriculture, CNH Industrial's leading global generalist in agricultural machinery. The New Holland recipients include solutions for grain harvesting: the optional QuickMax™ disc cutterbar quick-change knife system, which greatly improves the operator's productivity because it allows a full set of cutterbar knives (which cut the crop before entering the combine harvester) to be flipped or replaced in about a third of the time required to change knives on the standard version; and the 41-foot 760CG Varifeed™ grain header, designed for controlled traffic farming, with the ability to work in combination with sprayers and seeders to help reduce ground compaction by decreasing the number of tracks in the field, which consequently minimizes soil compaction.

The integration of LIN (Local Interconnect Network) remote-control actuators on New Holland CR combines also received recognition by ASABE thanks to its ingenuity. This kind of communication has already been widely adopted by the automotive industry, but it is the first time an agricultural equipment manufacturer has adapted the use of LIN. On the CR combine range, a single data wire and electronic actuators enable the automation of various functions including unloading spout position and straw chopper functionality. Finally, the Triple-Clean™ cleaning shoe technology for CX5000 and CX6000 Elevation combines was awarded a place on the AE50; this system can increase the cleaning capacity of the combine by as much as 15%. The third cascade means that the grain is almost completely cleaned in the first 20 inches of the cleaning shoe, resulting in excellent grain quality.

Extensive experience and a proven track record in product innovation make CNH Industrial an excellent partner in providing efficient, sustainable and profit-generating technology to farmers. The company and its agricultural machinery brands have worked closely over the years with ASABE in an effort to remain at the forefront of innovation in the agricultural sector.

In July of this year, CNH Industrial Chairman Sergio Marchionne delivered a keynote speech at ASABE's 2014 International Meeting in Montreal, Canada. In his speech, Mr Marchionne highlighted the importance of innovation in the agricultural sector, saying: "As an employer to thousands of engineers and an industry-leader in the agriculture industry, we see a clear duty in dedicating the skills and talents of CNH Industrial to meet the current and future needs of farmers. Our company strives to create high-performing agricultural equipment and systems as well as create sustainability initiatives that help increase the global food supply."

To read the full keynote speech, please visit: <http://bit.ly/1sijK1o>

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

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

Kathleen Prause
CNH Industrial Corporate Communications Manager, North America
6900 Veterans Boulevard
Burr Ridge, IL 60527
Tel: +1 630 481 1971

Email: mediarelations@cnhind.com
www.cnhindustrial.com