

CNH Industrial welcomed EU Parliament Committee at Expo 2015

The European Parliament Committee on Agriculture and Rural Development visited the “Sustainable Farm Pavilion” belonging to CNH Industrial brand New Holland Agriculture. The Committee’s visit was organised by the European Parliament in an initiative to allow its members the opportunity to visit Expo pavilions directly focused on the topics which are most relevant to their legislative discussions.

London, June 24, 2015

As one of the world’s leading manufacturers of agricultural equipment, CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) was proud to host the European Parliament Committee on Agriculture and Rural Development at Expo Milano 2015. The Committee visited the [Sustainable Farm Pavilion](#) belonging to New Holland Agriculture, one of the Company’s global agricultural equipment brands, on June 18.

Their visit was organised by the European Parliament in an initiative to have its Members tour Expo pavilions whose topics specifically tie into their own legislative discussions. While most pavilions are directly associated to a country, the Sustainable Farm Pavilion is the only one to be hosted by a manufacturer of agricultural machinery, a presence made possible by CNH Industrial and its sister company Fiat Chrysler Automobiles’ Global Partner roles with Expo.

With its ecofriendly structure, interactive activities and real-life product displays, the pavilion emphasises the importance of agricultural mechanisation and sustainable farming for the future. The structure thereby provided the Committee with a greater sense of CNH Industrial and New Holland Agriculture’s global presence and ongoing work in the agriculture sector.

During the visit, Michele Ziosi, Head of Institutional Relations for CNH Industrial in the EMEA (Europe, Middle East and Africa) region, delivered a short welcome speech to the Delegation underlining the importance of intelligent regulatory framework in EU policy in order to allow farmers to take better advantage of sustainable agriculture applications and alternative fuels, including those from renewable sources. Massimiliano Tripodi, Marketing Director of the New Holland Agriculture brand for the EMEA region, explained the important aspects of the Pavilion, which promotes the role of sustainable agricultural mechanisation through precision farming, equipment, which supports conservation agriculture and alternative energy sources.

This was followed by a tour of the Pavilion and a productive discussion between the Committee and key CNH Industrial representatives from the EMEA region. The group touched on number of topics including European agriculture policies and the regulatory issues affecting the farm machinery sector. CNH Industrial's leading efforts in the field of precision farming technology and alternative fuels were also spotlighted.

More on CNH Industrial and Expo Milano 2015 can be found at: cnhindustrial.com/en-US/expo_2015

***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: cnhindustrial.com*

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