

CNH Industrial brands receive top honours at Agritechnica 2013

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CNH Industrial Group's agricultural equipment and machinery brands Case IH and New Holland Agriculture each picked up a number of important accolades at the 2013 edition of Agritechnica, the world's leading international exhibition dedicated to agricultural machinery and equipment.

Both the **Case IH Quadtrac tractor** and the **New Holland T8 Auto Command™ tractor** won the “**Maschine Des Jahres 2014 – Machine of the Year 2014**” award in their respective categories, while New Holland's **Opti-Speed™ strawwalker** technology and the **Cornrower for Maize Headers** received **silver medals in Innovation**.

The “**Maschine Des Jahres 2014 – Machine of the Year 2014**” award series is conferred by a judges' panel composed of journalists from the German Agricultural Publishing Association (DLV) and their European publishing partners in the agricultural machinery sector.

The latest generation 2014 series Case IH Quadtrac tractor won “Machine of the Year 2014” in the **XXL Tractor division**. This new model delivers the highest performance levels coupled with optimum traction and maximum ground protection together with a unique design and engineering concept that allow for a large area of ground contact in every situation, including damp or difficult ground conditions.

The T8 Auto Command™ tractor from New Holland won “Machine of the Year 2014” in the **Large Tractor division**, acknowledged for its ability to offer ultimate in-field performance in high speed cultivation tasks, making it ideal for a number of large scale transport operations.

The “**Agritechnica Innovations 2013**” awards series recognises the leading technologies and new developments in the agricultural equipment and machinery sector. Medals are handed out by a commission composed of experts assigned by the DLG, official organiser of the Agritechnica fair. Both New Holland's Opti-Speed™ strawwalker technology and Cornrower for Maize Headers received **silver medals for their combine harvester innovations**. The Opti-Speed™ strawwalker delivers up to 10%

higher productivity by automatically varying the strawwalker speed based on a field's incline. The Cornrower for Maize Headers, a superfine chop system, is a key part of New Holland's Clean Energy Leader[®] strategy to improve farming productivity and sustainability. This technology reduces operation time and cost while ensuring improved combustion and fermentation.

***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 Group 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*

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