

## **CNH Industrial's Parts & Service business launches a single genuine parts identity**

*CNH Industrial Parts & Service, the Company's spare parts, accessories and services business, has launched 'CNH Industrial Genuine Parts'. This will provide a new identity and management of genuine parts for CNH Industrial's 12 brands.*

Basildon, September 22, 2014

CNH Industrial Parts & Service has undertaken an extensive integration process across the Parts & Service businesses of the 12 agriculture, construction, commercial vehicle and powertrain brands, following the creation of CNH Industrial N.V. in September 2013. This process has brought together all Parts entities which were previously managed separately. This is in line with CNH Industrial Parts & Service's three primary objectives of excellent service; the creation of a complete product offering which improves customer satisfaction; and making synergies to generate opportunities throughout the entire distribution chain.

The development of a single, unified 'CNH Industrial Genuine Parts' project will enhance CNH Industrial's visibility globally, whilst drawing on the strength of each of the Company's 12 brands: Case IH, Steyr, Case Construction Equipment, New Holland Agriculture, New Holland Construction, Iveco, Iveco Astra, Iveco Bus, Heuliez Bus, Magirus, Iveco Defence Vehicles and FPT Industrial. Furthermore it will enhance the quality and performance of all genuine parts and contribute to the standardisation and optimisation of the stock management processes of some five million genuine parts references. Visually, all parts marking and packaging across the 'CNH Industrial Genuine Parts' range will be provided with a homogenous identity.

"Each brands' customers benefit from genuine parts that adhere to very strict specifications. Strengthening the image of our genuine parts is undoubtedly one of the pillars in our approach to customer loyalty. This is, among other things, also a step to increasing the awareness of CNH Industrial, and the creation of this new identity represents a total quality guarantee for our customers and our dealers," said Dino Maggioni, President, CNH Industrial Parts & Service.

The new 'CNH Industrial Genuine Parts' identity brings many benefits including better customer service and greater protection against counterfeiting. Further advantages comprise enhanced efficiency from improved availability of parts thanks to greater flexibility in supply and storage which subsequently drives down logistics costs. Moreover, customers choosing 'CNH Industrial Genuine Parts' benefit from parts of certified quality.

CNH Industrial Genuine Parts will be rolled out from September 2014, replacing existing stocks upon replenishment.

Watch the "CNH Industrial Genuine Parts" video: <https://www.youtube.com/watch?v=YqY4D6DJ8Hk>

**CNH Industrial Genuine Parts, key figures:**

- A global presence with 57 warehouses
- The management of more than five million references
- The annual delivery of 36 million lines of orders seven days a week, 24 hours a day
- Coverage for a parc of 3.5 million machines and vehicles

***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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