

## **CNH Industrial highlights precision farming technologies at agricultural technology conference**

*The conference, held at Expo Milano 2015 and organised by Italy's Ministry of Agriculture, Food and Forestry (MiPAAF), saw the Company join Microsoft and Finmeccanica, amongst others, to highlight the systems of information technology and precision farming at play in the agriculture industry. Antonio Marzia, Vice President of Precision Solutions & Telematics Operations at CNH Industrial, shared some of the Company's latest developments in the field of precision farming through its global agricultural machinery brands Case IH and New Holland Agriculture.*

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CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) took part in a conference on agricultural technologies held yesterday at Expo Milano 2015. Expo is the largest ever universal exhibition dedicated to food and nutrition where more than 140 participating countries and companies are showcasing their own solutions and technologies to guarantee healthy, safe and sufficient food for all while respecting the Planet and its equilibrium. Together with its sister company, Fiat Chrysler Automobiles, CNH Industrial is a Global Partner of Expo, which is being held in Milan, Italy until the end of October 2015.

The "Agriculture Today" conference was organised by the Italian Ministry of Agriculture, Food and Forestry (MiPAAF). It brought together industry experts such as Microsoft, the Italian Agency for agricultural subsidies (AGEA) and the European Commission's Directorate-General for Agriculture and Rural Development (EAGF) as well as two Finmeccanica joint venture companies: Telespazio, one of the world's leading satellite service providers and e-GEOS, a leading international player in the Earth Observation and Geo-Spatial Information business.

"I am confident that Italy will become a European leader in technologies and innovations that render agricultural processes more efficient. This will be achieved by focusing on environmental sustainability and by increasing the competitiveness of our businesses," commented Maurizio Martina, the Italian Minister of Agriculture, Food and Forestry, with regards to the event.

CNH Industrial joined the esteemed panel to address its current position regarding agricultural technologies and its vision for the future. Antonio Marzia, Vice President of Precision Solutions & Telematics Operations at CNH Industrial, spoke on behalf of the Company spotlighting its work in the

field of precision farming technology. His presentation on the revolution of agriculture technologies highlighted the Company's global position and leadership in Sustainability.

The latest developments in precision farming include telematics solutions, which see data wirelessly transferred from the machines at work in the field to the farm office, enabling real time monitoring and two way communications. "Telematics data is creating new opportunities which will require open, secure and accessible data systems. CNH Industrial is well positioned for this evolving market structure," commented Mr. Marzia in his presentation. He illustrated how these technologies allow for a farm's ecosystem to be connected, smart and supported, whether it is for the optimisation of a single machine or that of all farming processes.

CNH Industrial provides a full range of precision farming solutions spanning the crop production phases of planting, growing, harvesting and planning. This technology is made available through the Company's global agricultural machinery brands, Case IH and New Holland Agriculture. Case IH offers Advanced Farming Systems (AFS) and New Holland Agriculture offers Precision Land Management (PLM) technologies on their machines.

When concluding his presentation, Mr. Marzia also touched on the future challenges for the agriculture industry and highlighted CNH Industrial's approach to answering them. In terms of feeding the world's growing population, the integration of precision farming solutions in agricultural machinery allows for the improvement of all farming processes, thus increasing productivity. The preservation of natural resources is addressed through AFS and PLM's solutions for supporting sustainable soil management and managing crop treatment in order to significantly reduce the environmental impact of agriculture without sacrificing speed and productivity.

CNH Industrial works worldwide to promote a culture of applied technologies in agriculture. The Company acts on many fronts starting with the education of farmers and their future generations so that they may fully grasp the benefits of these technologies and understand the need to anticipate future developments in precision farming. By encouraging the development and analysis of agronomic data, the next generation will be better equipped to construct services that support their decision-making process.

More on CNH Industrial and Expo Milano 2015 can be found at: [cnhindustrial.com/en-US/expo\\_2015](http://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: [www.cnhindustrial.com](http://www.cnhindustrial.com)*

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