

Expo 2015: CNH Industrial observes the Charter of Milan

CNH Industrial was invited to represent the "Industrial" cluster at the official presentation of the charter. This document will represent the legacy of Expo 2015. CNH Industrial's participation confirms its commitment and that of its brands to ensuring a better future for present and future generations.

Milan, April 28, 2015

CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) has officially subscribed to the Charter of Milan, an act of commitment signed by citizens, institutions, businesses and associations, which will constitute the legacy of Expo 2015. This document focuses on the world's major food issues, which will be addressed during the six-month event.

The company took part in the initiative entitled, "The Charter of Milan: commitments for healthy, safe and nutritious food for all", held today in the Great Hall of the University of Milan in the presence of the Minister of Agriculture, Food and Forestry Policies, Maurizio Martina, the Mayor of Milan, Giuliano Pisapia, the Commissary for Expo 2015, Giuseppe Sala and the President of ANCI (The National Association of Italian Communities), Piero Fassino.

In its capacity as the sole official representative of all the companies that subscribe to the Charter of Milan, CNH Industrial confirmed its adherence and active contribution to the document, demonstrating its commitment and that of its 12 brands to ensuring a better future for younger generations. CNH Industrial has, in fact, always promoted the need to adopt an integrated global approach shared by the numerous public and private players involved in tackling the global challenges for sustainable development, giving top priority to fundamental human rights which include providing access to nutrition, water and clean energy.

"By subscribing to the Charter of Milan, CNH Industrial reiterates its commitment to overcoming the major challenges that food and agriculture face in the future. Indeed, a company that defines itself as just and humane can no longer tolerate hunger, malnutrition or the wasting of food, water and energy. With this in mind, we will continue to persevere in our efforts to offer products and solutions for mechanising agriculture and the transportation of food products. These solutions are increasingly innovative and efficient, thus promoting a circular economy through the recovery, recycling and reuse of materials and resources right from the initial stages of development", said Massimo Siracusa, Vice President of Product Development at CNH Industrial, on behalf of the company.



By signing the Charter of Milan, which will be presented to UN Secretary General Ban Ki-moon as an international deed and a contribution to the debates on the millennium objectives in November 2015, CNH Industrial, and its brands, accept its contents, acting as a mouthpiece for all the companies that signed the document, while reiterating its own commitment to social and environmental sustainability.

The company is present at Expo 2015 through a number of initiatives including an entire pavilion dedicated to sustainable agriculture from its New Holland Agriculture brand. New Holland has always long championed sustainable and efficient farming practices through the use of the best state-of-the-art high-tech products.

New Holland Agriculture will be the only manufacturer of agricultural machinery to host its own pavilion at Expo 2015. In doing so, the pavilion will represent all of the farmers who, with the support of cutting-edge technology and machinery, feed the world. New Holland's "Sustainable Farm Pavilion", with its dedicated exhibition space of over 1,600 square metres, represents a journey through the innovations and key values of the brand: an interactive experience for visitors who will be guided along an enthralling route through the world of farming and the history of New Holland.

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

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