

## CNH Industrial Brand Honored with Industry Award

*Case Construction Equipment named Associate of the Year at the Association of Equipment Management Professionals' annual meeting.*

Burr Ridge, Ill., March 31, 2015

CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) brand Case Construction Equipment received a top honor by the Association of Equipment Management Professionals (AEMP). The company's construction brand picked up the AEMP's *Associate of the Year* award at the organization's 33<sup>rd</sup> Management Conference & Annual Meeting held in Orlando, Fla., this month.

Case was recognized for educating equipment owners and its leadership on infrastructure issues, most notably through its Dire States platform. The award is presented to the AEMP "Associate Member Company, Corporation or Firm, which, through past efforts, has significantly enhanced or promoted AEMP's mission and vision." AEMP represents those that manage and maintain heavy equipment in construction, government, utilities, energy, mining and more.

Educating equipment owners has been a priority for Case, from speaking at industry events to hosting webinars, and publishing articles to help owners understand how to control costs. What began as a tour of equipment dealers to raise awareness of the plight of infrastructure has evolved into a nationwide advocacy initiative with their Dire States campaign. As a visible industry leader, Case spotlights infrastructure issues and success stories. Case's Director of Strategic Accounts, Pat Hunt, accepted the award on behalf of the brand at the AEMP meeting.

This award reaffirms CNH Industrial's pursuit to re-position the company's construction equipment brands and return to profitable growth which was announced during the company's five-year-plan last May.

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PRESS RELEASE



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***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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