

CNH Industrial manufacturing facility welcomes Royal Visit from HRH The Earl of Wessex KG GCVO

The Company was proud to host HRH The Earl of Wessex at its World Class Manufacturing facility in Basildon, Essex, UK today. As a part of the visit His Royal Highness was introduced to several high ranking executives from CNH Industrial, toured the manufacturing area and met with employees. The site celebrates 50 years of activity in tractor manufacturing operations.

London, March 17, 2015

HRH The Earl of Wessex visited the CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) tractor manufacturing facility in Basildon, Essex (United Kingdom) today. The visit is part of the site's 50th anniversary celebrations, which started in May 2014.

A top UK exporter, the facility in Basildon is the only volume tractor manufacturer in the United Kingdom. It represents an important local investment for the Company where it employs close to 1,000 individuals. Today, this facility specialises in the assembly of tractors, predominantly for New Holland Agriculture, a brand of CNH Industrial, which are exported to over 120 countries worldwide. A part of the tractor production for Case IH (also part of the CNH Industrial brand portfolio) is conducted here as well with export to areas outside of Europe, such as the United States and China.

Upon arrival His Royal Highness was welcomed by Plant Manager Colin Larkin together with the Mayor and Chief Executive of Basildon Borough Council. The Earl of Wessex was then introduced to Derek Neilson, CNH Industrial Chief Operating Officer for EMEA (Europe, Africa and the Middle East) who began his career with the Company in Basildon; and Carlo Lambro, Brand President of New Holland Agriculture.

A series of products illustrating the site's history were on display for the Royal Visit, which included examples of the latest tractors produced at the facility.

Following introductions, His Royal Highness received a private tour of the manufacturing area and was introduced to many of the workers along the line including young apprentices that are a part of CNH Industrial's UK apprenticeship programme, as well as long serving employees, some of whom have been with the facility for more than 20 years.

The Earl of Wessex also met with CNH Industrial employees who work in non-manufacturing functions connected to the site. These people serve in departments such as Product Engineering, Finance, Construction Equipment, Human Resources and Purchasing.

This is the second Royal Visit that the site has received. The first was in 1989 when HRH Princess Anne visited for the occasion of its 25th anniversary.

History of the Basildon facility:

Construction of the Basildon plant began in 1962, following Ford Tractors' choice of the Basildon site as its new global headquarters for tractor production. It was to become the world's first fully integrated facility for tractor manufacturing, when it opened its doors in 1964, with all components, including the engines, being designed and built on site.

During the intervening three decades, the Basildon plant produced some of the most iconic products which helped mechanise world farming. In 1991, Ford New Holland was acquired by Fiat Geotech, and the plant produced both the distinctive blue Ford New Holland machines until 1994, after which they were called simply New Holland, and until 1996 the terracotta colour tractors associated with FiatAgri were manufactured.

In 1999 following the acquisition of Case Corporation by Fiat Group, New Holland and Case were merged to create CNH Global, a world leader in farm machinery and construction equipment. The Basildon plant continued to produce New Holland tractors, and subsequently started to produce red Case IH tractors. In 2011 CNH Global became part of Fiat Industrial following its demerger from Fiat S.p.A. and in 2013 CNH Industrial was formed, which comprises 12 brands, including New Holland Agriculture and Case IH.

***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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