

CNH Industrial brand wins SITEVI Gold Medal for innovation in grape harvesting

New Holland Agriculture, the world leader in grape harvesting technology, has been recognised by the prestigious SITEVI Innovation Awards. The brand's innovative cab concept, Blue Cab 4, was awarded a gold medal, while its telematics solution PLM™ Connect received an honourable mention from the jury.

London, September 24, 2015

CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) agricultural machinery brand New Holland Agriculture, industry leader in grape and olive harvesting and specialist tractors, has come out on top for the SITEVI Innovation Awards. The jury announced its winners ahead of SITEVI 2015, the international equipment and expertise exhibition for wine, olive, fruit and vegetable production, which will take place later this year from 24 – 26 November in Montpellier, France.

New Holland's self-propelled grape harvesters received the recognition of the jury, who awarded a gold medal for the Blue Cab 4 and an honourable mention was awarded to the PLM™ Connect telematics system available on grape harvesters and the T4F/N/V orchard, narrow and vineyard tractor range.

The Blue Cab 4 is an innovative cab concept designed around the safety and well-being of the operator. It features the industry's most advanced filtration system. PLM™ Connect is a telematics solution that enables vineyard managers to be well connected with their operation, allowing them to stay in direct contact with their fleet, receiving real time data on their computer or smartphone. The application of telematics is of increasing value as the wine growing sector consolidates, with fewer vineyard businesses working larger areas, and with the harvesting season getting shorter, the need for efficiency has significantly increased.

"We are the world leader in grape and olive harvesting and in specialist tractors, not only because of our established experience in the vineyard industry, but because we are always looking forward, searching for innovative ways of increasing our customers' productivity, making their work easier and safer, all the while guaranteeing the highest quality harvest and gentlest handling of their vines – which are of the utmost importance to them," commented Carlo Lambro, Brand President New Holland Agriculture.

***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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