

The New Holland Agriculture T7.315 tractor is a 2016 Machine of the Year

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The latest edition of Agritechnica saw New Holland Agriculture, a brand of CNH Industrial N.V. (NYSE: CNHI / MI: CNHI), receive a “Machine of the Year 2016” award for its new T7.315 tractor in the Oberklasse Traktor (Large Tractor) Category. Agritechnica is the world’s largest trade fair for agricultural machinery and equipment. It takes place bi-annually in Hanover, Germany.

The T7.315 is produced at CNH Industrial’s manufacturing plant in Basildon, United Kingdom where a new dedicated assembly line and new processes have been set up to ensure consistently high quality on every unit leaving the line. The T7.315 is one of two new larger and more powerful tractor models that extend the T7 product series. These models are designed to meet the needs of farming operations requiring the power of a large tractor but wishing to retain the dimensions and manoeuvrability of smaller tractors.

The “Machine of the Year” awards feature 14 categories. They are administered by German Landwirtschaftsverlag (DLV), an agricultural publishing group with over 30 print titles and more than 40 websites globally. The jury panel is comprised of 21 editors from Europe’s leading agricultural publications. The selection criteria focus on innovative features, performance, productivity, cost of operation, ease of use and operator comfort. New Holland was rewarded for the T7.315’s technical innovation and the benefits it brings to customers.

“This award represents an important recognition from the industry of New Holland’s approach to product development. This is a testament to our development teams’ capacity to understand our customers’ demands and provide effective solutions that enable them to run their farming businesses efficiently, profitably and sustainably. We are particularly proud of receiving the award this year, when we are celebrating New Holland’s 120 years of innovation in agriculture,” said Carlo Lambro, New Holland Agriculture Brand President and a member of the CNH Industrial Group Executive Council.

PRESS RELEASE

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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