

Chief U.S. Designer from CNH Industrial selected as “40 under 40” honoree by Crain’s Chicago Business magazine

Dwayne Jackson, the Chief Designer for CNH Industrial agricultural brands Case IH and Steyr and construction equipment brand CASE Construction Equipment, has been selected as one of Crain’s Chicago Business “40 under 40 honorees” in recognition of both his professional accomplishments and strategic design leadership.

Burr Ridge, Ill. November 25, 2015

Dwayne Jackson, Chief U.S. Designer at CNH Industrial N.V. (NYSE: CNHI / MI:CNHI) has been selected as one of the sought-after Crain’s Chicago Business “40 under 40” honorees for 2015. Dwayne Jackson, Chief Designer for Case IH, Steyr and CASE Construction Equipment, impressed the Crain’s’ panel thanks to his professional accomplishments, notably the new Case IH Puma tractor, together with his commitment to driving industrial design in a new direction, namely a perfect combination of stylish functionality.

The annual award, run by Crain’s Chicago Business, the weekly Chicago-based business newspaper, is now in its 26th year, and seeks to recognize Chicago-area residents who have reached the peak of their fields. Past honorees have included President Barack Obama and Oprah Winfrey. This year some 900 nominations were whittled down to 40, which further highlights Mr. Jackson’s significant achievement.

Dwayne Jackson’s earliest design inspiration stemmed from his move to Miami from New York City at the age of 11. Influenced by both architectural and environmental elements, he went on to study Industrial Design at the College for Creative Studies in Detroit before embarking on his early career in automotive design. This foundation has seen Mr. Jackson applying the automotive concepts of aesthetically pleasing functionality to industrial machinery, which today has contributed to a resurgence in agricultural and construction design at CNH Industrial.

“I see design as an integrated approach. Together with the design team here in Burr Ridge, we have transformed design from an engineering-led approach to an integrated process,” said Dwayne Jackson. “Tractor design hasn’t changed that much over the past century, while cars have drastically evolved. So we asked ourselves the question: why can’t farmers have tractors that act as functional tools but are also as stylish and enjoyable as your car?” The current agricultural and construction ranges upon which Mr. Jackson has worked embody this philosophy, which sees the design team follow them from initial ideation through to production and beyond.

The influence of automotive design sets CNH Industrial apart in the world of capital goods. Many of the company's designers have automotive backgrounds, and the close links with sister company Fiat Chrysler Automobiles enable such design heritage to positively impact these 'machines for work'.

"We are delighted that Dwayne's achievements have been recognized with this prestigious award. His pioneering approach to design is characteristic of that of our many talented, younger designers, and it is this which sets our products apart in a competitive market," said David Wilkie, Head of Global Design for CNH Industrial. "Dwayne instinctively understands the delicate balance of satisfying farmers who appreciate tradition whilst concurrently designing products that appeal to younger farming professionals who demand technically advanced and attractive machines."

CNH Industrial has 11 manufacturing plants, 13 research and development centers, and a workforce of 11,000 people in North America. The company designs, produces and sells 'machines for work' and is present in all major markets worldwide giving it a unique competitive position.

***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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