

The new Optum CVX tractor from Case IH receives industry award

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The new Optum CVX tractor from Case IH, a brand of CNH Industrial N.V. (NYSE: CNHI / MI: CNHI), has been recognised as a “Machine of the Year 2016” in the large tractor category. The “Machine of the Year” awards feature 14 categories and are conferred 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 awards were announced at Agritechnica 2015, the world’s largest trade fair for agricultural machinery and equipment, which takes place bi-annually in Hanover, Germany. Feedback from dealers and customers collected from the previous edition of Agritechnica was taken into account when designing this new tractor series, making the “Machine of the Year” win of even greater satisfaction and significance to the brand.

A new model from Case IH, the Optum CVX is manufactured at the brand’s EMEA headquarters and plant in St. Valentin, Austria. This recognition comes just a few weeks after the first production models rolled off the assembly line and therefore serves as the first affirmation of the product’s strong impression on the industry.

“We are pleased that all the work and the efforts of our whole team have received such resounding appreciation. This new range was developed according to the requirements of our customers in Europe, so we particularly appreciate that the members of the “Machine of the Year” jury have such a high opinion of the Optum CVX”, commented Andreas Klauser, Brand President of Case IH 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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