

## CNH Industrial brands receive awards at CIAME 2015

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CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) announces that its agricultural equipment brands have been recognised with three awards at this year's edition of the China International Agriculture Machinery Exhibition (CIAME). Case IH won the prestigious Product Innovation Award for its Axial-Flow® 4088 combine harvester, while fellow brand New Holland Agriculture was rewarded for two tractors, with the Gold Award for the T2104\* and the Technology Progress Prize for the T1654 model\*.

The CIAME exhibition is one of the most important events for the Chinese agricultural industry. This year's edition took place in Qingdao, a city in the Shandong Province on China's east coast, from October 26 to 28. During the exhibition, the prestigious awards were bestowed to the best technologies and machines on show under the auspices of the China Association of Agricultural Machinery Manufacturers (CAAMM), China Association of Agricultural Mechanization (CAAM) and China Agricultural Machinery Distribution Association (CAMDA).

The Case IH Axial-Flow 4088 combine harvester, winner of the Product Innovation Award, features the legendary Axial-Flow rotor developed to boost throughput and deliver high quality grain in dry and wet conditions alike, regardless of the crop being harvested. It can harvest a wide variety of crops, which makes it a unique multipurpose machine that is unrivalled in the Chinese market. It was introduced in China at last year's edition of the CIAME show and has quickly become a favourite among farmers and industry operators. In fact, this award has come on the back of the Gold Award for Technology Innovation that the combine harvester won last August at China's Agricultural Machinery Top 50 Awards.

The New Holland T2104 tractor, winner of the Gold Award, features the very best of New Holland's innovative technologies for productivity and efficiency in the Country. It features a turbocharged electronically controlled high-pressure common-rail engine that delivers a powerful and fuel efficient performance. Power and torque are available from low engine speeds to provide fast engine reaction and unrivalled pulling power.

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The New Holland T1654, was recognized with a Technology Progress Prize. The excellent power-to-weight ratio, together with a choice of wheels and ballast configurations, make it an appealing tractor for many tasks, from PTO applications like baling to heavy draft tillage typical of the various Chinese farming environments. Its Engine Power Management feature, unique in the market, delivers a power boost of up to 36hp, further increasing productivity, especially in PTO applications.

The three award-winning products are manufactured at CNH Industrial's Centre of Excellence in Harbin, in the Heilongjiang Province. This manufacturing complex and Research & Development centre, which were inaugurated last year, develop and build products specifically designed or adapted to match the requirements of Chinese farmers.

CNH Industrial has a long history of supporting the mechanisation of Chinese agriculture, which dates back to the beginning of the 20th century. Over the years it has developed a close relationship, familiarising itself with the specific requirements of farmers in this country.

Today, Case IH is a leading brand in combine harvesters and in various segments such as large tractors, self-propelled sprayers, cotton pickers and sugar cane harvesters. New Holland holds a market leading position in hay and forage equipment and high horsepower tractors in China.

These important product awards at this year's CIAME show are a testament to CNH Industrial's capacity to develop equipment that perfectly suits the requirements of the Chinese market.

**Note to the editors:**

*\* These models are developed for the Chinese market on the basis on the New Holland T6000 and T7000 ranges.*

**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](http://www.cnhindustrial.com)

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