

CNH Industrial Ag brands receive accolades at European industry show

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CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) brands Case IH and New Holland Agriculture were acknowledged with a number of awards at the 112th edition of the European trade fair Fieragricola, recently held in Verona, Italy. The fair is considered to be a landmark event for the international agriculture industry.

The 2016 Technical Innovation Awards saw over 130 submissions, and 49 overall winners. The winners were conferred by Fieragricola, together with the Italian agricultural trade magazine "Informatore Agrario". A group of industry experts were brought together to determine the innovative value of each submission according to the following parameters: environmental sustainability; technological innovation of product or process; technical efficiency; and cost effectiveness or economic efficiency. An additional star rating was applied to each winning submission: three stars signaling excellent value, two stars for very innovative value and one star for innovative value.

New Holland Agriculture received a three-star Technical Innovation award for its Power Cruise Eco Mode, an automatic engine torque management system, present on the brand's FR Forage Cruiser loaders.

Case IH garnered four two-star Technical Innovation awards at the event. The brand's winning submissions include: the technology present on the Magnum Rowtrac tractor whose design maintains a front steering axle matched with rear rubber tracks; the Axial-Flow XFlow Cleaning System present on the brand's combine harvester, which further enhances the combine's performance and capacity to ensure grain quality; the dual speed front Power take-off on the Optum CVX tractor; and the new engine brake system, also on the Optum CVX, a new model which caters to the needs of larger farmers and contractors.

New Holland Agriculture proved itself to be the bestselling brand in Italy for 2015, winning multiple slots on Fieragricola's Best Seller Awards list. This included first place for the T4.95F tractor and second place for the T5.115 tractor. Fieragricola also named the best sold tractors in their respective categories where top ranking tractor models from the brand included the: TK4060 (first), T6.155 (first), T4.95F (first), T6.175 (second), T7.210 (second), T8.420 (second), and TK4050 (second).

***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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