

Iveco Stralis to be featured in Warner Bros. Pictures' upcoming action adventure *Batman v Superman: Dawn of Justice*

The Iveco Stralis Hi-Way, "International Truck of the Year 2013", will be featured in the highly anticipated film, Batman v Superman: Dawn of Justice, opening worldwide beginning March 25, 2016. The inclusion of Iveco's heavy-duty commercial vehicle is part of a one-of-kind co-branded partnership between CNH Industrial sister company Fiat Chrysler Automobiles (FCA US LLC) and Warner Bros. Pictures.

London, March 14, 2016

CNH Industrial has partnered with its sister company Fiat Chrysler Automobiles North America (FCA US LLC) to provide vehicles for director Zack Snyder's *Batman v Superman: Dawn of Justice*. The film, which stars Ben Affleck and Henry Cavill is set for worldwide release beginning March 25, 2016, from Warner Bros. Pictures.

The unique alliance between FCA US LLC and Warner Bros. Pictures for this film includes the appearance of commercial vehicles from CNH Industrial brand Iveco. The heavy-duty Iveco Stralis Hi-Way makes its cinematic debut in a high-speed chase scene alongside the iconic Batmobile.

With much of the action in *Batman v Superman: Dawn of Justice* being captured in and around FCA's own backyard of Detroit, product integration was organic to the filmmakers' vision, and FCA and CNH Industrial's extensive brand and product portfolio allowed the companies to address nearly every vehicle need for the film. In addition to Iveco's Stralis heavy-duty commercial vehicle, the film's fleet includes Jeep, Dodge, Chrysler, FIAT, Alfa Romeo and Maserati vehicles.

PRESS RELEASE

About Batman v Superman: Dawn of Justice

Warner Bros. Pictures presents, an Atlas Entertainment/Cruel and Unusual production, a Zack Snyder film, *Batman v Superman: Dawn of Justice*, starring Oscar winner Ben Affleck (*Argo*) as Batman/Bruce Wayne and Henry Cavill as Superman/Clark Kent in the characters' first big-screen pairing. Directed by Snyder, the film also stars Oscar nominees Amy Adams (*American Hustle*), Jesse Eisenberg (*The Social Network*), Diane Lane (*Unfaithful*) and Laurence Fishburne (*What's Love Got to Do with It*); Oscar winners Jeremy Irons (*Reversal of Fortune*) and Holly Hunter (*The Piano*); and Gal Gadot as Wonder Woman/Diana Prince. Snyder directed from a screenplay written by Oscar winner Chris Terrio (*Argo*) and David S. Goyer, based on characters from DC Comics, including Batman, created by Bob Kane with Bill Finger, and Superman, created by Jerry Siegel and Joe Shuster. The film is produced by Oscar nominee Charles Roven (*American Hustle*) and Deborah Snyder, with Wesley Coller, Geoff Johns and David S. Goyer serving as executive producers. *Batman v Superman: Dawn of Justice* will be released in RealD 3D, and in 2D, and in select IMAX 3D theaters worldwide beginning March 25, 2016, from Warner Bros. Pictures, a Warner Bros. Entertainment Company. batmanvsupermandawnofjustice.com

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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