

CNH Industrial invests in enhancing manufacturing footprint for CASE brand

The Company's most recent investment in CASE Construction Equipment's European production sites further realises its strategy to position the brand as a global full liner for construction equipment.

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Bauma, the world's largest exhibition dedicated to construction machinery, is on this week in Munich, Germany. CNH Industrial is present with its global construction equipment brand CASE Construction Equipment together with its commercial vehicles brand Iveco, quarrying and heavy off-road haulage equipment brand Iveco Astra and powertrain brand FPT Industrial.

Front and centre is CASE, showcasing its latest product line-up and solutions for the construction sector. At the show, CASE is highlighting important investments concerning its manufacturing footprint in Europe, specifically in Italy at its two facilities in San Mauro, Piedmont and Lecce, Apulia.

CNH Industrial's overarching goal is to position CASE as a global full liner for construction equipment. As such, an integral part of the Company's strategy in EMEA (Europe, the Middle East and Africa) has been to transform these two sites into central production hubs for the region. In this respect, each site is focused on its own manufacturing expertise for specific product families: excavators in San Mauro and wheeled equipment in Lecce.

San Mauro has undergone extensive redevelopment to bring excavator production under one roof. By this June, eight models ranging from 13 to 30 tonnes will be manufactured in San Mauro. As a result, CASE will be able to operate with greater flexibility in responding to customer needs and enhance its customisation processes to comply with specific European requirements.

CASE is also making significant investments at its Lecce plant by introducing new production systems and revising its manufacturing and quality control processes. The site is now focused on four product families: wheel loaders, backhoe loaders, telehandlers and compact wheel loaders. It is also in the process of integrating grader production. The aim of these investments is to gain full control of every phase of the production process, from sheet metal to the finished product.

CNH Industrial manufactures construction equipment and components under the CASE brand in 11 of its facilities worldwide in the United States, Argentina, Brazil, France, India, Italy and Mexico. CASE branded crawler excavators are also manufactured through a licensing agreement in Japan at facilities belonging to Sumitomo, the brand's third party partner.

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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