

The World of CNH Industrial: download the interactive 360° app

CNH Industrial invites you to explore the world of its 12 brands in a new app for Android and Apple smart phone users.

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As a global Company at the forefront of industrial technology, CNH Industrial is opening the doors to a new virtual reality experience for any device holder with a compatible smart phone. 'The World of CNH Industrial' is an app for anyone interested in learning about what CNH Industrial manufactures through its 12 brands and just what these mighty machines are capable of doing. From saving lives in the middle of the Atlantic Ocean to harvesting enough grapes to make 20,000 bottles of wine in a day, the app demonstrates that when it comes to providing the best technology and machinery for any job, anywhere, CNH Industrial never sleeps.

Thanks to Virtual Reality and Gyroscope technology, users can immerse themselves in a full or partial 360-degree experience that lets them navigate the globe with the flick of an eye or the tap of a finger.

The app is designed to be paired with a Virtual Reality Cardboard Viewer, readily available for order from developers such as Google: www.google.com/get/cardboard/get-cardboard/. In this mode, users will be able to move from location to location by focusing their stare and exploring each setting, physically turning their heads as if they were actually on the very street, crop field or quarry where a CNH Industrial brand machine is at work. Alternatively, the app can be viewed in Full Screen mode and perused via touch screen.

Curious facts on each machine will pop up to give users a new spin on a traditional concept. For example, an excavator from Case Construction Equipment can lift the weight of four elephants and a hybrid bus from Heuliez Bus saves 25 more tons of emitted CO₂ per year compared to a conventional bus.

The World of CNH Industrial app is available for Android and Apple devices at the following links:

Android Download: <http://tinyurl.com/cnh-android>

Apple Download: <http://tinyurl.com/cnh-apple>

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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