

## CNH Industrial agricultural brands receive multiple awards at CIAME 2016

*Case IH and New Holland Agriculture received awards at this year's edition of the CIAME exhibition in China.*

Wuhan, 27 October, 2016

CNH Industrial N.V.'s (NYSE: CNHI /MI: CNHI) agricultural brands, Case IH and New Holland Agriculture, have received multiple awards at the 2016 China International Agriculture Machinery Exhibition (CIAME). The prestigious awards were conferred 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).

**Case IH** received the **Product Innovation Award** for its **Axial-Flow 4077 combine harvester**, which features the renowned Case IH Axial-Flow® single rotor technology. This combine and its headers are produced at CNH Industrial's plant in Harbin, China. Case IH also won the title of **Most Influential Brand for its high horsepower tractors** (above 100 hp).

**New Holland Agriculture** won the coveted **Golden Award** for its **FR9040 forage harvester**. The brand's long history of leadership in balers received further recognition with the **Market Performance Award** won by the **BC5070 small square baler**. These awards are testament to New Holland's expertise and quality products in the hay and forage segment.

This is the **fourth year in a row** that the two brands' excellence and their ability to match the specific requirements of Chinese farmers are recognised with multiple awards at the CIAME exhibition, one of the most important events in the country's agricultural sector.

### **CNH Industrial's agricultural business in China**

CNH Industrial has a long history in China's agriculture sector, which started with the import of the first tractors to the Heilongjiang Province at the beginning of the 20th century.

Today, Case IH is known for its high performance, high technology and high quality equipment. It is a market leader for large tractors, mid- and large-sized rotary combines, sugarcane harvesters and self-propelled sprayers, and also offers planters. Its offering includes the flagship high capacity equipment that is especially suitable for large-scale farming operations.

New Holland Agriculture is a specialist and market leader in hay and forage equipment, and offers the perfect tractor solutions for medium and large farms. Its offering, which also includes conventional combine harvesters and world leading range of specialist orchard and vineyard tractors, has earned an excellent reputation for its productivity and reliability, and for having the best performance/price ratio in the market.

The offering of CNH Industrial's two agricultural brands covers the entire agricultural production cycle and is the widest in the market. With this ample product portfolio, Case IH and New Holland Agriculture serve customers operating in a broad spectrum of agricultural sectors and provide support through their widespread dealer network.

CNH Industrial's manufacturing footprint in China currently counts three plants operating in the agricultural sector: the Harbin industrial complex for tractors, combine harvesters, balers and planters, and two production facilities: in Urumqi for cotton pickers and in Foshan for sugarcane harvesters. It supports the two agricultural brands with Research & Development centres based in Shanghai and Harbin.

***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)*

**For more information contact:**

Asia Pacific Press Office

Tel: +39 011 0071967

Email: [media.apac@cnhind.com](mailto:media.apac@cnhind.com)