

CNH Industrial brands win Tractor of the Year 2017 titles

Tractors from CNH Industrial's global agricultural brands Case IH and New Holland Agriculture received awards at the EIMA 2016 exhibition held in Bologna, Italy. Case IH took top honors with its Optum 300 CVX winning the headline title of Tractor of the Year® 2017 (TOTY). New Holland Agriculture's T5.120 tractor won Best Utility.

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The global agricultural brands of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI), Case IH and New Holland Agriculture, have both succeeded in winning Tractor of the Year® 2017 (TOTY) titles, which were announced today at the EIMA 2016 exhibition held in Bologna, Italy. EIMA is a biennial event that hosts some 1,900 companies from 40 countries exhibiting more than 50,000 models of machinery and equipment for all types of agricultural operations.

The TOTY® 2017 awards are determined by a jury of professional trade journalists from Europe's top agricultural publications. The jury deliberated over the latest tractor models, with the 2017 edition seeing 15 finalists vie for the four main category titles: Tractor of the Year, Best Utility, Best of Specialized and Best Design. Case IH and New Holland Agriculture were nominated finalists in three of the four categories, winning in the Tractor of the Year and Best Utility categories respectively.

Tractor of the Year

Taking top honors in the awards was Case IH, whose Optum 300 CVX tractor won for a series of determining factors, including its focus on reducing soil compaction and improving fuel efficiency. The model is built at CNH Industrial's plant in St Valentin, Austria. It features a new, strong yet lighter weight design with a robust front axle and structural engine design that meet customer requirements for a 250-300 horsepower tractor with a high power-to-weight ratio and a compact, maneuverable package.

Best Utility

New Holland Agriculture won the Best Utility title for its T5.120 tractor, which is built at CNH Industrial's plant in Jesi, Italy. The new T5 Tier 4B tractor range has been re-engineered to meet the evolving needs of livestock farmers and those who require a nimble, mid-powered tractor for dairy and mixed farming. The T5.120 stands out for its ability to carry out multiple tasks and best-in-class comfort.

CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) is a world leader in the capital goods sector backed by solid industrial expertise, an extensive 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. For more information on CNH Industrial: www.cnhindustrial.com

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