

31st January 2017

New Holland Agriculture completes acquisition of Kongskilde Agriculture

Following the announcement made in October, New Holland Agriculture is set to expand its wide offering with new implement product lines, as CNH Industrial completed the acquisition of the agricultural Grass and Soil business of Kongskilde Industries, part of the Danish Group Dansk Landbrugs Grovareselskab (DLG A.m.b.A.).

The business unit, which includes two plants in Europe, located in Poland and Sweden, and other facilities in the EMEA, APAC and NAFTA regions, will be taken over by CNH Industrial on 1st February 2017. As a result, New Holland Agriculture will extend its offering to include Tillage, Seeding and Hay & Forage solutions under various brands, including Kongskilde, Överum, Howard and JF. The Kongskilde brand and sales organizations, dealers and importers will continue to operate with no disruption, ensuring continuity in its customers' support. New Holland will gradually integrate the new agricultural implements into its own product offering.

"This is an important step in our strategy to provide our customers around the world innovative and complete solutions to their farming needs," commented Carlo Lambro, New Holland Agriculture Brand President. "We are creating a strong global platform that will provide growth opportunities for the Kongskilde and New Holland Agriculture brands."

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com

New Holland Agriculture is a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. More information about CNH Industrial can be found online at www.cnhindustrial.com



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