

How mechanization makes Brazil's sugarcane harvest sustainable: the latest Top Stories installment on CNHIndustrial.com

Sugarcane farming in Brazil has undergone a revolution, with mechanization helping to catapult it into the 21st century, boost the rural economy and meet growing demand. Read all about it in the latest installment from CNHIndustrial.com's Top Stories: cnhindustrial.com/Brazil_Sugar

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The sugar industry has come a long way in forging a sustainable path in its global expansion through increased international cooperation, providing transparent statistics and taking a proactive approach to new machinery and technologies.

As the world's largest sugarcane producer Brazil is leading the way in terms of industry mechanization with some 95% of the country's cane production now harvested by machine helping to attract new workers to rural areas, cut pollution, increase productivity as well as protect biodiversity.

"*Brazil finds its sweet spot*", the latest Top Stories installment on CNHIndustrial.com, examines the country's sugar success story. It also provides a case study from the Usina da Mata facility in the Sao Paulo region which has seen improved biodiversity and soil composition, and the use of less water since its transition to 100% mechanization in 2014. Delivering some 2.5m tons of sugarcane annually, the farm uses harvesters, tractors, graders, loaders, excavators and trucks, which are all supplied by CNH Industrial brands.

Case IH, a brand of CNH Industrial, is Brazil's foremost supplier of sugarcane harvesters.

Read the full story at: cnhindustrial.com/Brazil_Sugar

PRESS RELEASE

***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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