

New Holland Agriculture completes acquisition of Kongskilde Agriculture

New Holland, Pa. (January 31, 2017) -- 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 Grovvareselskab (DLG A.m.b.A.).

The business unit, which includes facilities in the EMEA, APAC and NAFTA regions, will be taken over by CNH Industrial on February 1st, 2017. As a result, New Holland Agriculture will extend its offering to include Tillage 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."

About New Holland

New Holland Agriculture and New Holland Construction sell and service an innovative line of agricultural and construction equipment, including a full line of tractors, hay and forage equipment, harvesting, crop production, skid steer and compact track loaders, compact wheel loaders, tractor loader backhoes and mini excavators. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America. More information on New Holland can be found at www.newholland.com/na.

New Holland is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com

<http://www.newholland.com/na>

<http://www.youtube.com/NewHollandNA>

<https://www.facebook.com/newhollandna>

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