

CNH Industrial commemorated Case IH Agriculture and CASE Construction Equipment Brands' 175th Anniversary

Speakers included U.S. Speaker of the House Paul Ryan, and Kaleb Jerome Case – the great grandson of Company founder J.I. Case.

Racine, Wis., June 6, 2017

CNH Industrial (NYSE: CNHI /MI: CNHI) celebrated the 175th anniversary of two of its brands – Case IH Agriculture and CASE Construction Equipment – with a rally and luncheon at the Racine Tractor Plant. The event was attended by some 800 employees as well as local dignitaries, elected officials and members of the Case family, descendants of the brands' founder.

Case was founded in 1842 in nearby Rochester, Wis. as the Racine Threshing Machine Works Company. It evolved into one of the world's leading producers of agricultural and construction equipment. Speakers at the event included U.S. Speaker of the House Paul Ryan, the congressman representing Wisconsin's 1st congressional district; Richard Tobin, Chief Executive Officer of CNH Industrial ; and Kaleb Jerome Case, the great grandson of Company founder and the Association of Equipment Manufacturers' Hall of Fame member Jerome Increase (J.I.) Case.

"2017 is the 175th anniversary of Jerome Increase Case's journey to Racine County and the beginning of his—and our—legacy. Not every Company gets to celebrate 175 years, and it's worth taking a moment to recognize that this is a Company with significant history and deep roots. To our people in the audience, and our colleagues all around Racine and beyond, I want to say thank you for doing your part to continue this momentum," commented Richard Tobin during his address.

Speaker Ryan, a native of nearby Janesville, Wis., recalled his own Wisconsin roots during his remarks about the brand's products: "I've been coming here (to Racine) since 1998, and to travel the countryside, and to travel the world, and to see this equipment all around – it gives us such great pride in what you do," said Speaker Ryan. "Your reputation as the highest-class producer of the greatest machines that the construction industry and the agriculture industry know – thank you for making us proud and congratulations on this fantastic legacy of 175 years."

J.I Case's descendant Kaleb Case brought the event to a roaring close with humorous anecdotes from family history and Case family lore.

“J.I.’s passion was power, speed and durability,” said Kaleb Case. “J.I.’s love of machines prompted him towards manufacturing. I have a copy of the letter he wrote to his wife Lydia. He had just delivered the last of well under a dozen machines and lamented that he would be out of business – no one would need any machines any more. He should be here today.”

The State of Wisconsin also presented a special citation recognizing the Company’s 175 years in business, conferred by a bipartisan coalition of lawmakers: Speaker of the Wisconsin State Assembly Robin Vos, Assembly Democratic Leader Peter Barca, Senator Van Wanggaard and State Representative Cory Mason.

UAW Region 4 Director Ron McIlroy and Racine County Executive Jonathan Delagrave also recognized the Company.

***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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