

Industry Leader from CNH Industrial Delivers Keynote Speech at Women's Agricultural Event

Ann Daane, CNH Industrial Vice President, spoke at the 6th annual Women Changing the Face of Agriculture conference to encourage young women looking to enter the agriculture industry.

Burr Ridge, Ill. March 6, 2015

CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) executive Ann Daane delivered the keynote speech at the Women Changing the Face of Agriculture conference today. The event, hosted by the Illinois Agri-Women association at Illinois State University in Normal, Ill., provided young women in high school and college an opportunity to explore different career paths in the agriculture sector.

Speaking to hundreds of female high school and college students that are beginning their professional journeys, Daane, Vice President of Human Resources for CNH Industrial's North American region, shared her own career experiences and discussed best practices for women to succeed in a male-dominated industry. She has been in her role at CNH Industrial since 2008 and previously worked for various manufacturing companies. Keys to Daane's success and the qualities she encourages in other females include flexibility, the ability to know her own strengths, a strong and determined personality, and being unafraid to fail.

"We are thrilled to have Ann Daane at the Women Changing the Face of Agriculture event today," said Penny Lauritzen, Illinois Agri-Women representative and member of the WCFA Planning Committee. "She is the perfect choice to headline this career discovery event as she brings significant experience as a businesswoman in the agriculture industry that has traditionally been a male-dominated career track."

"I am honored to be part of an event that educates and inspires the next generation of female workers," Daane remarked. "Our company and the agriculture industry are at their best and strongest when we realize that our strength lies in our diversity. CNH Industrial is proud to have a strong, diverse workforce, which includes women at every level."

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The Women Changing the Face of Agriculture conference is designed for young women in high school and college who are interested in careers in agriculture. Participants are able to interact with women in agriculture, learn more about careers in the industry and network with many women across the country.

A global leader in capital goods, CNH Industrial has 12 manufacturing plants in North America along with 13 research and development centers and a workforce of 10,000. The company designs, produces and sells 'machines for work' and is present in all major markets worldwide giving it a unique competitive position.

The *Are You Strong Enough?: Women in the Agriculture Industry* campaign created by CNH Industrial spotlights several of the talented women who work for the Company's Agriculture Segment in North America.

Several campaign videos featuring several of CNH Industrial's female employees discussing their role in the agriculture industry can be found on YouTube at the following links:

Chun Woytera, Director of Sales, Planning and Operations: <http://youtu.be/Qz-v5GUuFx8>

Teresa Decker, Rotational Development Program Sales and Marketing: <http://youtu.be/Pn36fk6fN7I>

Rachel Imbach, After-Sales Business Manager: <http://youtu.be/f-ZCMwe7Jjs>

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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