

CNH Industrial welcomes Prime Minister to its facilities in Zedelgem

The Centre of Harvesting Excellence for New Holland Agriculture, a leading agricultural machinery brand which is a part of CNH Industrial, received a visit on Tuesday, February 25th from the Belgian Prime Minister.

Zedelgem, February 26, 2014

New Holland Agriculture, a CNH Industrial agricultural full liner brand, hosted Prime Minister Elio Di Rupo, at its plant in Zedelgem, a site which is well known for its innovative approach and exports of over 97% of total production.

The Prime Minister received a guided tour of the production and engineering facilities by Plant Manager, Geert Marivoet, and later met with employees and visited the customer centre. "We were pleased to welcome Mr. Di Rupo to New Holland's Centre of Harvesting Excellence in Zedelgem," said Geert Marivoet, "This plant is the largest local employer, and we have doubled the number of people dedicated to Research and Development in the last four years, in order to develop cutting edge harvesting technology."

The strength of the Zedelgem plant is the combination of expertise in design, development and manufacturing. Its roots stretch back to 1906 when Leon Claeys founded his factory there. Today, it is an engineering, development and production facility for New Holland combine harvesters, large square balers and forage harvesters. New Holland Agriculture's commercial operations for the Benelux, including Sales and Marketing, Parts and Service and Training are also all based in Zedelgem, hence why this facility is distinguished as the Centre of Harvesting Excellence for the brand. Zedelgem is also home to the biggest R&D centre in Flanders. The facility recently achieved a bronze classification in the World Class Manufacturing programme, aimed at improving the efficiency and productivity of manufacturing facilities.

"I was delighted to visit the New Holland Agriculture plant in Zedelgem. CNH Industrial's presence and its development of advanced engineering is a shining proof of my conviction that the manufacturing industry, hand in hand with R&D, will keep playing a vital role in Belgium's economy," remarked Prime Minister Di Rupo on the occasion of his visit.

Two of CNH Industrial Group's 64 worldwide plants are located in Belgium, in Zedelgem and in Antwerp, which together count 3,769 employees. The Antwerp plant is a major production unit for tractor components (mainly rear axles and drivelines) and employs approximately 1,000 employees. The assembly line is "best in class" where computer-controlled machines are used to manufacture gears and gearboxes that are state-of-the-art in terms of product quality, flexibility and performance. In addition, CNH Industrial has a commercial office for Iveco, its commercial vehicle brand, and Iveco Bus, its bus brand, in Brussels.

New Holland Agriculture is committed to providing solutions that improve farming efficiency and productivity by using accessible technology. Since, 2006, New Holland has implemented the Clean Energy Leader® strategy, which actively promotes renewable fuels, emissions reduction systems and sustainable agricultural technology. The New Holland brand is the number 1 in sales of tractors, combine harvesters and big balers in Belgium and welcomed over 8,000 visitors to the Zedelgem plant and Customer Centre throughout 2013.

***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 Group 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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