

CNH Industrial Brands Participate at Expodireto Cotrijal in Brazil

- *New Holland Agriculture, Iveco, Case IH, New Holland Construction and Case Construction represented the Group at the international trade fair in Brazil.*
- *The TL and T7 tractors from New Holland Agriculture won two out of five categories in the Tractor of the Year awards*

São Paulo, 21 March, 2014

CNH Industrial showcased numerous new innovations from its agricultural machinery, truck and commercial vehicle and construction machinery brands at Expodireto Cotrijal, an international agriculture fair that took place in Nãome-toque, Brazil from 10 to 14 March. The 15th edition of the fair counted the participation of an estimated 77 countries and 505 exhibitors targeting farmers, entrepreneurs, students and professionals from various agribusiness segments.

"Expodireto is an excellent opportunity for CNH Industrial to intensify our relationships with customers, dealers and partners. Like the rural producers of Rio Grande do Sul, who are betting on the mechanization of agriculture, we also believe in the importance of technology for development in this field, not only at the State level, but nationally and throughout the world," commented Vilmar Fistarol, Chief Operating Officer for CNH Industrial in Latin America.

The Group's involvement at Expodireto saw the launch of new agricultural machinery models for the market including a line of Puma tractors from the Case IH brand as well as T7 tractors from the New Holland Agriculture brand. Iveco displayed the Stralis, Tector and Vertis trucks, which offer a range of transport solutions for agricultural activities.

Construction machinery brands New Holland Construction and Case Construction also showcased products from their respective line-ups. New Holland displayed the new 12D front-end loader and the B95B backhoe loader. Case Construction featured the SR200 mini loader, the 621D front-end loader and the 580N backhoe loader.

New Holland Agriculture was recognised with two awards during the fair. The brand's TL 75 and T7.205 tractors each received an award in two of the five categories for the Tractor of the Year awards conferred by Canal Rural (Rural Channel), in partnership with the Marcas e Máquinas (Brands and Machines) program and Agriworld Magazine.

The TL 75 won in the "up to 80 hp" category and the T7.205 took top honours in the "maximum power between 130 hp and 200 hp" category. The winners were determined by votes from the public along with ten Doctorate Professors specialising in agricultural mechanisation. These professional judges evaluated the technical performance of the tractors earlier in the year at the Rural Coopavel Show in Paraná, Brazil. Each of the category winners will compete for the ultimate Tractor of the Year title at the Agrishow fair in São Paulo this April.

"Winning the Tractor of the Year prize in two categories is another important recognition of the quality of our products and the trust of our customers in the machines produced by CNH Industrial," acknowledged Vilmar Fistarol in regards to the awards.

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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