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CNH Industrial brands support the FIA Action for Road Safety Campaign as official suppliers of the 2014 FIA World Touring Car Championship

CNH Industrial, an Official Supporter of the FIA Action for Road Safety campaign, renews its role as official supplier of the FIA World Touring Car Championship. Through the participation of four of its brands: Iveco, New Holland Agriculture, Case Construction Equipment and Iveco Bus, the Group demonstrates its 360° commitment to road safety.

Basildon, April 11, 2014

CNH Industrial continues its support of **FIA Action for Road Safety**, a global campaign lead by the Fédération Internationale de l'Automobile (FIA) that aims to educate and advocate for safer roads, vehicles and behaviour. Launched in support of the **United Nations' Decade of Action for Road Safety (2011-2020)**, the campaign seeks to stabilise and significantly reduce the forecast level of road traffic fatalities by 2020.

Having first joined forces in 2013, CNH Industrial has since gone on to communicate a common message with the FIA on the theme of road safety through events and initiatives such as the FIA World Touring Car Championship (WTCC). The Group's involvement with the WTCC initially kicked off with support from the **Iveco** and **New Holland Agriculture** brands, becoming the first manufacturers of commercial vehicles and agricultural machinery, respectively, to support the campaign. The year 2014 sees the addition of the Group's bus and coach brand, **Iveco Bus** and construction equipment brand **Case Construction Equipment**.

"Safety is fundamental for all of CNH Industrial's activities: from sports to our manufacturing facilities, to our employees, to our own products, and of course to our customers. Our mission is to deliver safety standards that go beyond customer expectations, helping operators steer clear of risk and guaranteeing maximum protection," commented Mauro Veglia, Senior Vice President of CNH Industrial Commercial Services & Customer Care for Europe, Africa and the Middle East, during his speech at the 2013 launch of the collaboration at CNH Industrial Village in Turin, Italy.

"CNH Industrial's support of the campaign and the participation of its brands at the World Touring Car Championship sends a strong message about how a leading manufacturer can make a big difference when it comes to raising global awareness for road safety," said Jean Todt, President of the Fédération Internationale de l'Automobile.



PRESS RELEASE



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Starting on Saturday, April 12th in Marrakech, Morocco, the 2014 FIA WTCC will see drivers compete in 12 races, spanning four continents. As a Global Partner of this international motorsports event, CNH Industrial's participating brands will retain a prominent position on the world's stage throughout the course of the WTCC with on air sponsorship on the Eurosport Channel, the premiere Pan-European Sports Network, as well as targeted media exposure through Eurosport's digital and mobile outlets that reach over 250 million European cross platforms.

CNH Industrial products, such as Iveco trucks and New Holland tractors, branded with the Action for Road Safety and CNH Industrial logos will be displayed next to the starting grid throughout the WTCC. Some of these products will also perform a lap at the start of certain events. Each of the brands will additionally have their own anticipated presence during various stages of the WTCC in the paddock area to hold promotional activities and display products. Driver autograph sessions are also set take place alongside a CNH Industrial exhibition area. An Iveco demo truck serving as a VIP hospitality club will also be present for select circuits to host guests of CNH Industrial.

360° commitment to road safety

Safety is fundamental to the daily work of CNH Industrial, its brands and its worldwide network. The Group is committed to communicating messages on safety in a number of ways through the promotion of safe driving behaviour, employee involvement in global safety initiatives and by continuously demonstrating the safety features present in the different product line-ups of its brands.

- *Iveco: safety for commercial vehicles and trucks to protect all those in transit;*
- *New Holland Agriculture: operator safety for agricultural equipment;*
- *Case Construction Equipment: innovating for safety in construction;*
- *Iveco Bus: safety above all.*

Iveco: road safety for commercial vehicles and trucks to protect all those in transit

Every day, Iveco manufactures vehicles that are equipped to protect drivers and passengers, while safeguarding the security of all those on the road. Its commitment to safety is evident throughout its entire product range with technical and technological solutions offered for passive and active protection.

The new medium range **Eurocargo Euro VI** is a testament to this commitment. In terms of passive safety, Iveco has created cabs that effectively protect drivers in the event of a collision. For active safety, the vehicle is equipped with the best hold and braking system in its category. Also



contributing to safety are the latest generation electronic systems including the new 9 stability control system: **Enhanced Vehicle Stability Control (EVSC)**, is available as an optional for vehicles from 6 to 10 tonnes, and as standard for the 12 to 19-tonne series. The EVSC system activates in the event of over steering, under steering or sudden route deviations. At the first sign of skidding, the EVSC system is activated, adjusting the engine power and braking on individual wheels with different intensities so as to stabilise the position of the vehicle.

The **new Stralis Hi-Way**, a highlight of the Iveco heavy range, represents a flagship model for the company and its road safety technologies. The vehicle was recognised by a jury as International Truck of the Year 2013 for its characteristics, which include its safety features. Among the vehicle's most advanced technological active safety solutions, the Stralis Hi-Way features: an efficient **Electronic Brake System** that provides a **Brake Assistant** function, for more rapid and efficient braking; the **Advanced Emergency Braking System**, which alerts the driver of a possible collision while automatically activating the braking system in order to avoid or reduce the speed of impact; and the **Driver Attention Support** feature which constantly monitors the level of driver attention by evaluating movement via the steering wheel. In the event of driver drowsiness, this feature alerts the driver with an acoustic and visual alarm.

The vehicle is also equipped with a **Lane Departure Warning System** which creates an acoustic signal when the vehicle exits the parameters of the lane without having activated the lane change signal. Xenon headlights increase driver visibility, guaranteeing a more secure and relaxed drive.

The ideal working and living space, the Stralis Hi-Way cabin features essential onboard ergonomics and studied components that have been renewed in this new model for improved driver posture and visibility together with enhanced accessibility of key controls.

Accurate and regular vehicle maintenance is essential for ensuring road safety. This is why Iveco is committed to guaranteeing road safety in all of its **after sales services**. Original Iveco parts are the result of a precise selection in suppliers, raw materials and production processes along with the conducting of resistance and wear tests. This guarantees the best vehicle performance even after long-haul missions and heavy use. The telematics solutions offered in after sales also make it possible for vehicles to come equipped with the most up-to-date safety features such as integrated infotainment management.



New Holland Agriculture: operator safety for agricultural equipment

Day in, day out, sometimes in extreme weather conditions, agricultural equipment is called upon to operate on terrain of all types, often with uneven surfaces, steep gradients and highly variable soil conditions, and to undertake road transport operations governed by specific regulations. Therefore, it has to be equipped with a vast, complex range of active and passive safety features, which are vital for safeguarding farmers against all types of risks and enabling them to get on with their work in complete safety.

New Holland Agriculture, one of the world's leading manufacturers of agricultural equipment, has always made **operator safety** one of its key priorities for product design and development, responding to the above mentioned requirements with pro-active efforts on technology, operator comfort and enhanced support and maintenance services.

A key feature is the **ABS SuperSteer™** system. An ingenious application of ABS technology for tractors, which increases braking safety, while at the same time improving manoeuvrability and ensuring safe vehicle performance on steep ground. **Active StopStart** is one of the key safety features of the **Auto Command™** continuously variable transmission on New Holland's high horsepower tractors. As soon as the tractor stops, the system prevents any kind of movement, either forward or backward, even when working with heavy loads on steep gradients.

New Holland's combine harvesters and the majority of its high horsepower tractors are also fitted on request with **extended visibility cameras**. Connected to the on-board monitor, these transmit images of the rear and sides of the machine, thereby drastically enhancing safety during manoeuvres and when working with particularly wide attachments or long trailers.

Operator comfort means safety since driving and operating modern agricultural machines requires total concentration to control the advanced functions equipping these machines and the complex operations they are called upon to perform. On the industry-leading **Horizon™ cab**, equipping the T6 and T7 tractor series, all-round visibility is ensured by the use of just four cab pillars, fully glazed doors and a glass roof-panel, which facilitates and enhances the safety of front loader operations. The multiple-award-winning **SideWinder™ II armrest and the Command Grip™** multifunction lever bring together all the tractor's main functions in a logical, ergonomic layout, thus facilitating safe, intuitive operation.

When it comes to the everyday support and maintenance activities that agricultural machines need, New Holland is committed to ensuring maximum operator safety. The new **BigBaler** large square



baler range features award-winning safety equipment: the front shield can only be opened if the baler is completely stationary, the power take-off is switched off and the flywheel brake is ON, thus reducing all types of risks associated with maintenance operations.

Case Construction Equipment: innovating for safety in construction

A global construction equipment brand, Case puts safety first – for operators, for workers and for the general public in and around jobsites. This care for creating all-round safety in construction drives the development of Case equipment and services with respect to the following four pillars: *Safety for operators: using Case equipment; Safety at work: with and around Case equipment; Safety at your Service: in maintaining Case equipment; Safety in the environment: in and around Case equipment.*

Safety for operators: Operators know that they can work with confidence, protected by the many safety features on Case equipment. They know Case always goes one step further, as in providing the higher Level 2 certification on its **Falling Objects Protective Structure (FOPS)** as standard to give the best protection from objects falling on the cabin of their excavators. Construction machines typically work on very uneven terrains and possibly steep slopes, which puts them at risk of turning over. Operators are protected by the **Rolling Over Protection System (ROPS)**, standard on all Case equipment.

For mini excavators that operate in extreme conditions, such as demolition job sites, Case offers a protective front grid that complies with ISO 10262 standards of performance requirements for operator protective guards. They also enjoy the health benefits of low noise and vibrations on Case equipment. Case wheel loaders are also available with a pressurised cabin, which reduces particulates present in the air by 90%, providing a healthy interior environment for operators working in particularly difficult conditions.

Safety at work: Case integrates safety in every aspect of machine design, so that operators can work with confidence, in the knowledge that they and their co-workers are safe. Case machines, big and small, ensure exceptional visibility, which offers the best sight line not only on the attachments and work area, but also on the areas surrounding the machine in all directions. Features such as the automatic blade control on dozers and graders make a big difference to safety on the jobsite as they eliminate the need for people standing around to indicate the different slope levels to the operator. Lifting operations are safer with the **Case Object Handling Kit**, which complies with EN 474-5 safety standard for hydraulic excavators, going the extra mile.



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The **SCR Only low emission technology** is available on several product ranges, and is particularly beneficial for wheel loaders. These machines often operate in closed environments with flammable materials, such as recycling centres. The spark arrester and low engine temperature (only 300°C instead of 600°C) dramatically reduce the risk of fire, assuring operators and employees greater safety.

Safety at your service: Case ensures that operators can carry out daily maintenance tasks safely, making all main service points easily accessible from ground level, even for the biggest heavy machines. In addition, the on-board diagnostics alert the operator to variations from the norm in the measured values – for example, an increase in engine temperature – so that early action can be taken, while the **Case SiteWatch™ telematics system** assists the fleet manager and dealer in preventing serious or potentially dangerous malfunctions through planned maintenance and early alerts.

Safety in the environment: Case maintains a strong focus on minimising emissions, through engine technologies that make its equipment exceptionally fuel efficient, such as its **SCR Only solution**. The noise pollution in and around Case equipment at work is also lower due to the machines' excellent soundproofing and extremely low noise levels in operation.

Iveco Bus: safety above all

Through advanced technology and careful design, bus and coach manufacturer, Iveco Bus, constantly guarantees maximum safety for drivers and passengers. The continuous research and development activities of Iveco Bus ensure the production of vehicles which offer industry leading safety that exceeds standard safety regulations.

Passive safety is reinforced by the robust bodywork structure that acts as a **safety cell** in case the vehicle overturns in accordance with European Directive R66, together with the design of the passenger compartment, which is focused on reducing the risk of injury and integrates **3 point seat belts** at all exposed places; integral independent pneumatic front suspension with independent front wheels guarantees outstanding road holding, perfect directional stability and the pitching and rolling of the vehicle is limited. In addition, coaches for school services are fitted with an alcohol ignition interlock that forces the driver to exhale into a breathalyzer to start the vehicle.



Active safety is ensured by numerous state-of-the-art features such as: **ABS** (Anti-lock Braking System); **ASR** (Anti-Slip Regulation) which optimises traction and start-up adhesion; **ESP** (Electronic Stability Program) which corrects the vehicle's trajectory on turns to prevent it leaving the road; **EBS** (Electronic Brake System) which reduces stopping distances and ensures a much higher level of braking stability, Bi-Xenon headlights which considerably improve night time visibility; **ACC** (Adaptive Cruise Control) which uses a radar located in the upper part of the front bumper to ensure that a safe distance is kept from the vehicle in front and triggers automatic braking if this distance is suddenly reduced); **LDWS** (Lane Departure Warning System) which alerts the driver via a vibration system installed in their seat when the vehicle leaves its lane when the indicator is not in operation – this system is a useful aid for the driver to safeguard against loss of attention or the onset of drowsiness; and **IVTM** (Integrated Vehicle Tyre pressure Monitoring) which measures tyre pressure in each of the vehicle's wheels continuously and is controlled from the dashboard.

Furthermore, the field of vision for drivers of Iveco Bus buses and coaches is entirely unobstructed thanks to a large panoramic windscreen and safety equipment which ensures that continuous checks of the vehicle's peripheral areas can be made. Electronically controlled external heated mirrors, an additional wide-angle mirror on the right-hand side and a rearview video camera behind the vehicle are available as optional.

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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