

## **CNH Industrial celebrates 50 years of operations in Mexico**

*The milestone celebration demonstrates the success that CNH Industrial's agriculture and construction brands, most notably New Holland Agriculture, have had in Querétaro, Mexico.*

Burr Ridge, Ill., October 3, 2014

CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) today celebrated the 50<sup>th</sup> anniversary of its operations in Mexico at their historic manufacturing facility in Querétaro. More than 1100 guests, including employees, distributors, and customers, joined the celebratory event to honor the legacy of one of the largest international companies in the region and the quality of its New Holland brand products.

Fifty years ago, the New Holland brand arrived in Mexico. Originally established in 1964 as an agricultural manufacturing factory by Ford, CNH de Mexico, located in Querétaro, Mexico, started production with a single model of tractor. The plant now produces a wide range of tractors as well as other agricultural and construction equipment. Today's event featured speeches from company executives, highlights of company successes, and recognition of longtime employees followed by a party for all attendees. The Querétaro plant also began production on a new, dedicated paint line to honor the milestone.

"The hard work and dedication of our employees at the Querétaro plant have enabled it to achieve its current success. Today's celebration gives us an opportunity to thank the men and women who have provided and continue to deliver manufacturing excellence," said Brad Crews, CNH Industrial Chief Operating Officer, North America. "We are proud of our history in Mexico and our role in producing market-leading agriculture and construction equipment products in the region."

"We have been successful in this region due to the invaluable support of our dealer network and the trust of our customers," said Carlo Lambro, New Holland Agriculture Brand President. "New Holland has been able to design and manufacture technologically advanced agricultural machines, suitable for local farming and capable of achieving high productivity with low operating costs, in all types of farming conditions. That's something we do well, and we're proud to offer it to our customers in Mexico and around the world."

CNH de Mexico is one of the leading suppliers of agricultural tractors in Mexico. The company manufactures, assembles, markets, and distributes tractors and implements for the agricultural sector. It is the exclusive manufacturer in Mexico of New Holland tractors and exclusive importer of agricultural equipment and construction machinery from almost every brand of CNH Industrial. The

products manufactured by the company include tractors with a power range from 45 to 160hp, forage equipment, balers, plowing equipment, mowers and other products. CNH de Mexico distributes its products through an extensive network of dealers in over 50 countries worldwide, including the United States, Canada, Central and South America, Africa and Asia.

CNH de Mexico, which employs more than 1,000 people, is a joint venture of Quimmco Group and CNH Industrial, a world leader in capital goods. The Querétaro plant received a “Great Place to Work®” designation in 2013 which was earned after receiving high scores on employee assessments.

The operations in Mexico are one of the 11 manufacturing plants in CNH Industrial’s North American footprint with 12 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.

***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](http://www.cnhindustrial.com)

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