

CNH Industrial hosts “Born in South Africa” event at new facility

The company invited local media, dignitaries, customers and dealers for an inaugural event series at the new Iveco South Africa Works facility.

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CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) held its first event series at the new Iveco South Africa Works facility in Rosslyn, Pretoria, Gauteng province. The event's three day agenda (19 – 21 November) treated guests to a 360-degree CNH Industrial experience.

During this time, the site welcomed visits from South African dignitaries, representatives from the Italian Embassy, the French Ambassador to South Africa, local media, customers and dealers. The Mayor of Pretoria, Councillor Kgosientso Ramokgopa, also delivered a speech for the occasion. Along with guided tours of the new facility, CNH Industrial hosted guests on the site's test track, giving them the chance to drive 4x4 “Tested by Dakar” vehicles: a Daily from the light range, a Eurocargo from the medium range and a Trakker from the heavy, off-road range. Adding to these vehicles was a “507 Dakar Replica” Trakker, a vehicle which competes in the world famous off-road Dakar rally, where Iveco has been a long-time sponsor of one of its most popular teams: Petronas De Rooy Iveco.

In addition to commercial vehicles, products from several other CNH Industrial brands were also displayed on site: agricultural machinery from Case IH and New Holland Agriculture; construction equipment from Case Construction and New Holland Construction; and mining and quarry vehicles from Iveco Astra.

The establishment of this facility in Pretoria is a major step for the company in this market, particularly in terms of local manufacturing, employment and commercial opportunities. It is the result of a successful partnership between the company's commercial vehicles brand, Iveco, and Larimar Group, a leading South African public transport operator and bus bodybuilder.

Close to 1,000 South African employees are expected to be recruited for this new location where the Iveco and Iveco Bus brands have established production assembly lines for medium, heavy duty and extra heavy duty trucks as well as front engined and low floor city buses.

The majority of these vehicles are designed and destined for the local South African market, with a view to export 20 percent. The complex also includes a training centre for technicians and a product quality assurance department.

Visit <http://youtu.be/AHA1tzQi9P8> to watch the “Iveco Born in South Africa” film.

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

Global media enquiries:

Laura Overall
Corporate Communications Manager
CNH Industrial
Tel. +44 (0)1268 292 468

Alessia Domanico
Corporate Communications
CNH Industrial
Tel: +44 (0)1268 292 992

Email: mediarelations@cnhind.com
www.cnhindustrial.com

Media enquiries in South Africa:

Michela Tucci
Tel: +27 11 280 6680
Mobile: +27 82 619 1111
www.bespokecomms.co.za