

## **CNH Industrial brand wins TOTY® 2015 award for Best of Specialised Tractor**

*The T3F tractor from New Holland Agriculture, one of the company's global agricultural machinery brands, marks an important achievement by winning the 2015 Tractor of the Year – Best of Specialised award.*

Basildon, November 12, 2014

CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) is proud to announce that the T3F tractor from its brand New Holland Agriculture has taken top honours in the Best of Specialised category of the TOTY® 2015 awards. This award series is conferred at the major European agricultural machinery exhibition taking place in the fall or winter of each calendar year. This year's exhibition is EIMA International 2014, which is being held in Bologna, Italy from 12 – 16 November.

TOTY® 2015 winners are determined by a jury composed of 23 expert journalists representing major European trade publications. The jury assessed the T3F as being able to offer ultimate in-field performance in cultivation tasks, making it ideal for customers who demand highly specific equipment with a perfect balance between performance and agility to move quickly and easily in narrow spaces or under low canopies.

“This award is a testament to the hard work and dedication of all those involved in the development of the T3F”, said Carlo Lambro, Brand President New Holland Agriculture. “This important industry award is further great recognition for New Holland and for its leading position in the speciality segment”.

The New Holland T3F Series tractors are designed to meet the needs of professional fruit growers and small to mid-sized orchard and vineyards businesses seeking powerful yet compact machines with great versatility and premium performance. Building on New Holland Agriculture's tradition of excellence in the specialty tractor segment, the tractors are equipped with generous three-cylinder turbocharged and intercooled S8000 engines from fellow CNH Industrial brand FPT Industrial, which are suitable for a wide variety of specialised tasks.

**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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