

CNH Industrial Expands Construction Equipment Production in Iowa

The new production line in Burlington, Iowa, will produce CNH Industrial construction equipment for the capital goods company with the creation of 50 full-time jobs and an investment of \$24 million. This line will be added to the company's existing footprint in Burlington, Iowa to produce a complete range of dozer products for Case Construction Equipment and support the region's construction needs.

Burr Ridge, Ill., August 5, 2014

CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) announced it is investing \$24 million to expand production in Burlington, Iowa with the addition of the company's crawler dozer production line. The capital goods company is increasing its existing presence in the city by adding the new production line to its manufacturing plant.

This expansion will create approximately 50 full-time jobs. Preparations will begin later this year and production on the new line is expected to begin in the second half of 2015.

"With the growing demand for quality construction equipment, we are pleased to announce that production in Burlington, Iowa will be expanded," said Bret Lieberman, CNH Industrial Vice President of Manufacturing, North America. "We look forward to creating a state-of-the-art production line that will continue CNH Industrial's tradition of providing high-performing equipment to the construction industry."

The machines are currently produced at the Calhoun, Ga. plant which will close in the third quarter of 2015 as the company adjusts its construction operations. Moving the production line to Iowa is consistent with CNH Industrial's long-term strategy to optimize its manufacturing footprint and achieve a lean, flexible industrial operation that delivers best-in-class response to the CNH Industrial brands' customers around the world. The production transfer is contingent upon completion, and approval, of all State and local incentives and grants.

The production facilities will include a new dedicated paint line, welding and computer numerical control (CNC) machining equipment, and a dedicated assembly line. The Burlington plant, home to more than 600 employees, has manufactured equipment for CNH Industrial's brands, since 1937. In addition to producing Case Construction Equipment, the plant's employees produce agricultural equipment for the company's Case IH and New Holland brands.

CNH Industrial has 12 manufacturing plants, 12 research and development centers, and a workforce of 10,000 people in North America. 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

For more information contact:

Kathleen Prause

Tel: +1 (630) 481-1971

Email: mediarelations@cnhind.com

www.cnhindustrial.com