

CNH Industrial Inaugurates New Agricultural Equipment Manufacturing Complex in China

CNH Industrial celebrated today the opening of its new manufacturing complex in Harbin, in Heilongjiang Province. It is the largest agricultural equipment production plant in Northeast China and will produce a complete line of products under its Case IH and New Holland Agriculture brands to support the Country's agricultural needs, and the full cycle of corn, wheat, soybean and hay production.

Harbin, July 29, 2014

CNH Industrial inaugurated its new manufacturing complex built in the area of its previous assembly plant in Heilongjiang Province, China. The biggest agricultural equipment manufacturing facility in Northeast China, the complex extends over a total area of 400,000 square meters of which 116,000 are covered. The vertically integrated manufacturing complex features the latest technology in fabrication and two state-of-the-art painting facilities. Automated Guided Vehicles (AGVs) are utilized for the assembly and testing of the finished products to guarantee the highest quality standards. Within the complex is a Customer Center with a spacious showroom to support dealers. In addition a Research & Development Center with a dedicated outdoor test track opened in September 2013 and houses the engineering team tasked with designing components and adaptations for the domestic market. These facilities are complemented by the nearby spare parts depot and Training Center.

The new manufacturing plant will produce a wide range of product lines: planters, tractors, combine harvesters and corn pickers with their headers, balers and hay tools. Its production will include a complete line of equipment for the mechanization of the full cycle of corn, wheat, soybean and hay production. Among its products will be the legendary Case IH Axial-Flow combine range adapted for local conditions and Case IH corn pickers entirely developed for the Chinese market, as well as the award winning New Holland T6000 and T7000 tractor ranges and BC5000 balers.

Richard Tobin, CEO of CNH Industrial, commented: "CNH Industrial has a strong and long standing relationship with China. Through our agricultural equipment brands we have been present in this country for more than 100 years, supporting the mechanization of its agriculture and gaining leading positions in the market for high horsepower tractors, large combine harvesters, cotton pickers, sugar cane harvesters and balers. Our new manufacturing complex here in Harbin represents an investment of over USD \$100 Million and its inauguration marks an important milestone that confirms our commitment to the development of Chinese agriculture."

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

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