

**CNH Industrial brand launches the world's most powerful combine harvester**

*The CR10.90 from New Holland Agriculture's CR Series of combine harvesters sets a record for the global farming industry. This is the latest development to emerge from CNH Industrial's activity in the field of innovative agricultural equipment.*

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CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) brand New Holland Agriculture has achieved a product milestone with the introduction of its new CR10.90 combine harvester, now the world's most powerful with 652 horsepower.

A combine harvester is used for harvesting crops. Functionality-wise, this machine is built to literally 'combine' the reaping and threshing processes. The CR10.90 is built at New Holland Agriculture's Centre of Harvesting Excellence in Zedelgem, Belgium. It has up to 15% higher productivity than the brand's previous highest capacity model and when compared with what was considered a high capacity combine a decade ago, this new machine has over 25% more productivity, thanks to advances in harvesting and engine technology.

With over 170 years of experience in farming equipment, CNH Industrial's product innovation and expertise in the agriculture sector provide farmers and agribusinesses with efficient, sustainable and profit-generating technologies. This latest success in the field is further confirmation of the Company's dedication to agriculture worldwide. The new features that have gone into the world's most powerful combine harvester confirm CNH Industrial's commitment to sustainable agriculture as well as its efforts to maximise the efficiency of cultivated land to ensure continuous growth and development.

The CR10.90 is the most powerful on the market thanks to its Engine of the Year® 2014, Cursor 16 engine (with ECOBlue™ HI-eSCR technology for Tier 4B compliance) from FPT Industrial, CNH Industrial's powertrain brand. It is equipped with Twin Rotor® technology, pioneered 40 years ago by New Holland, delivering efficiency, capacity and grain quality. The combine's larger, 14,500 litre grain tank allows for more time between unloading and can be emptied in under two minutes, which is the equivalent of emptying approximately 140 baths in the same time. The larger Harvest Suite™ Ultra Cab improves operator comfort and provides excellent visibility while harvesting.

Through its global Research & Development operations and agricultural machinery brands, CNH Industrial has dedicated significant resources to providing the appropriate means to increase actual and potential soil productivity. An excellent example of this is the SmartTrax™ rubber tracks with Terraglide™ suspension technology, standard on this model, which reduces soil compaction, resulting in less damage to soil and higher yields for the future.

Also with regards to increasing soil productivity, one of the Company's main areas of focus is Precision Agriculture Technology, which is widely recognised as the most efficient driver towards sustainable agriculture. New Holland's IntelliSteer™, fully integrated autoguidance solution, and PLM Connect™ telematics system are both available on the CR10.90. These technologies provide auto guidance capabilities to map fields to harvest in the most efficient manner and to analyse harvesting data to enable a future improvement of yields.

**Download images:**

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***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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