

CNH Industrial brands take top agriculture honours in Poland

The Agrotech agricultural trade fair in Kielce, Poland saw two of the Company's agricultural machinery brands record important successes. The STEYR 6230 CVT tractor was acknowledged as the market's Agricultural Machine of the Year for 2015, while the Case IH Magnum 380 CVX tractor received an Agrotech 2015 product gold medal.

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CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) is proud to announce the most recent achievements from STEYR, its European agricultural machinery brand, and Case IH, one of its global agricultural machinery brands. Their respective victories were announced during the Agrotech show which took place from March 27 – 29 in Kielce, Poland. This trade show is one of the most important appointments in Poland for agriculture professionals. It celebrated its 21st anniversary this year where it saw more than 58,000 visitors attend, and 700 exhibitors display the latest for farming and forestry applications.

The STEYR 6230 CVT tractor, from the brand's STEYR CVT range, was recognised with the 2015 "Agricultural Machine of the Year" title in Poland. The new Magnum 380 CVX from Case IH was awarded an Agrotech 2015 product gold medal.

The Machine of the Year awards were administered by the Warsaw branch of the Institute of Technology and Life Sciences (ITP) in partnership with the editorial staff of trade magazine Agro, the agricultural trade fair association Targi Kielce S.A., the Agricultural Social Insurance Fund (KRUS) and the Industrial Institute of Agricultural Engineering (PIMR). While this is the second time that STEYR has received the award, this occasion marked the first time that Polish farmers were included in the voting process through Agro's agronews.com website.

"This well-established trade fair offers excellent opportunities for both Case IH and STEYR to present our modern, innovative and efficient machinery to customers in Poland and far beyond. We know that increasing the efficiency of operations is a general requirement for agricultural businesses throughout Europe, the effects of climate change further adding to the necessity to make the most from the available working windows. Being able to further intensify our customer relations and presenting our high-tech solutions made our participation here a great success," said Matthew Foster, Vice President Case IH and STEYR for Europe, the Middle East and Africa.

***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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