

CNH Industrial brands take home “Machine of the Year” awards at SIMA 2015

From extra-large to compact, company brands Case IH and New Holland Agriculture continue to reinforce CNH Industrial’s dominance and expertise across the agricultural machinery spectrum. This was most recently evidenced in the results from the “Machine of the Year” awards held at SIMA 2015, an international agricultural trade show held in Paris, France. The new Magnum 380 CVX series from Case IH won in the XL Tractor (from 280 to 400 horsepower) category. The New Holland Boomer™ 54D won in the Compact and Specialised Tractor category.

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CNH Industrial with



CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) is proud to announce two new victories for its global agricultural machinery brands: Case IH and New Holland Agriculture. Both brands picked up “Machine of the Year” awards at SIMA 2015, the international trade show dedicated to agriculture and livestock suppliers. The trade show took place last week in Paris, France from February 22 – 26, with the award winners announced at a ceremony on February 23.

Established by a group of European journalists in 1997, the “Machine of the Year” awards celebrate the best agricultural technology innovations by category. The 2015 jury consisted of 19 leading trade journalists from a number of different European countries. The machines in each category were judged according to two main areas: their innovative character (judged according to the product’s new technology, design, materials and technical performance) and their added value to end users (judged according to increase in productivity, economic aspects, operator comfort and ease of use).

The Magnum 380 CVX from Case IH won in the XL tractor category (280 to 400 horsepower). First launched in 1987, this series has since been continuously improved to further increase performance and productivity, reducing fuel consumption and emissions, improving operator comfort and thus optimising return on investment.

The New Boomer™ 54D from New Holland Agriculture won in the Compact and Specialised tractor category. This is the ideal compact tractor for landscaping and turf care, ancillary farmyard tasks and municipalities. This model features the EasyDrive™ continuously variable transmission which enables infinite speed adjustment, unique in this segment, and is fully compliant with Tier 4B emission standards.

These two important wins at SIMA 2015 confirm CNH Industrial's strengths in the agricultural machinery sector. The company's focus on the unique importance of each of its four Product Segments (Agricultural Machinery, Construction Equipment, Commercial Vehicles and Powertrain) drives a global standard of excellence across all product ranges, big and small. This starts from the early stages of R&D all the way through to the design, engineering and manufacturing, all accomplished on a global scale.

***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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