

Innovation awards for CNH Industrial brands at FIMA Agricola

Technologies from New Holland Agriculture and Case IH selected for Outstanding and Technical Innovation awards at the 2014 edition of the international FIMA agricultural trade fair.

Basildon, February 12, 2014

CNH Industrial once again confirms its leadership in the field of innovative agricultural machinery with the most recent accolades for its New Holland Agriculture and Case IH brands from FIMA Agricola. A premiere international agricultural fair, FIMA represents an important appointment for the global agriculture sector, promoting industry excellence and presenting awards for the best new innovations in farming equipment.

Technologies from both New Holland Agriculture and Case IH have been elected as among the most innovative for this edition, which distinguishes the best technical innovations in the field of agriculture and rural environment that are aimed at increasing productivity, improving workplace safety and minimising environmental impact.

New Holland Agriculture received three awards at FIMA 2014: **an Outstanding Innovation Award for the Opti-Grape™ technology and two Technical Innovation awards for the Opti-Speed™ variable speed strawwalkers and SmartTrax™ rubber track technology.** The Opti-Grape™ technology on the Braud 9000 grapeharvester range reduces materials other than grape by up to five times before the grapes fall down into the hopper, thereby enhancing cleaning efficiency by up to 20% and resulting in higher grower profitability, as well as increasing the desirability of the harvest. The Opti-Speed™ system on the CX7000 and CX8000 Elevation range of super conventional combines automatically varies the strawwalker speed based on the field's gradient, thus delivering up to 10% higher productivity. The optional SmartTrax™ rubber tracks available on the TK4000 series of crawler tractors offer exceptional traction and durability, while reducing vibrations to significantly enhance operator comfort and facilitate road transport.

PRESS RELEASE

Case IH received a **Technical Innovation award at FIMA 2014 for the pivoting grain spout on the Axial-Flow® combine**. The unloading system on the Axial-Flow® combines, a technology which is exclusive to Case IH, has been specially designed to optimise and facilitate unloading operations. This system saves time during the unloading process and reduces grain loss, even in unfavourable conditions.

***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 Group 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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