

CNH Industrial's commercial vehicles brand Iveco celebrates 40th anniversary

The brand is celebrating an important milestone in a success story that tells of great international acclaims and vehicles that have come to symbolise commercial transport around the world. The website www.iveco40.com offers people the chance to celebrate Iveco's 40th anniversary by sharing their stories through images and video.

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CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) is proud to mark the 40th anniversary of Iveco: a major brand that has shaped the history of global commercial transport. It represents not only 40 years of success, but also 150 years of working alongside customers and of vehicles that have become fixture on roads all over the world.

Iveco is a brand of CNH Industrial, a global leader in the capital goods sector. Through CNH Industrial, Iveco products are manufactured at production facilities in Europe, China, Australia, Argentina, Brazil and Africa, with business activities in over 160 countries.

Celebrations will be promoted on a dedicated website www.iveco40.com, published in 14 different languages. It sees the launch of a competition encouraging Iveco enthusiasts to celebrate Iveco's 40th birthday by sharing their stories in pictures or videos for all to enjoy. Each week, the best photo will be added to a virtual book dedicated to the special anniversary.

This anniversary has also been commemorated with a video that is available to watch online at <https://youtu.be/XwSoJzxHoVs>. The video recounts the key events in Iveco's history decade by decade from 1975 until the present day. This ranges from vehicle launches and technological innovations to major sponsorship deals, which have become an inseparable part of the history of commercial vehicles, not only in Europe, but globally.

The company launched its challenge to the market in 1975, when it was created from the union of the then top five European firms with more than 150 years' experience in designing and manufacturing industrial vehicles: Magirus-Deutz, Fiat, Lancia, Unic and OM. A global vision with international roots, formed through the fusion of five pre-existing companies, each of which made its own important contribution to the history of the commercial vehicle sector in Europe starting from the late 19th

century: Fiat Industrial Vehicles from Turin, Italy; OM from Brescia, Italy; Lancia Special Vehicles from Bolzano, Italy; Unic from Puteaux, France and Magirus-Deutz from Ulm, Germany.

Through acquisitions, alliances and international joint ventures over the years, Iveco has joined the highest ranks of the world's major players in road transportation, becoming a group with considerable specialist expertise able to bring out the best in technological innovation and establish itself as a manufacturer and commercial provider in the most important industrialised markets and emerging markets alike. In 1986, as part of that heritage, Iveco Ford Truck Ltd. was born as a joint venture (and effectively a merger) with Ford of Europe's truck division. In 1990, Iveco acquired the Spanish industrial vehicle builder Pegaso.

Over the course of its history, Iveco has earned international recognition and numerous accolades, including three "International Truck of the Year" awards for the Eurocargo in 1992, the EuroTech in 1993 and the Stralis in 2013. Furthermore, the New Daily was recently named "International Van of the Year 2015".

***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: cnhindustrial.com*

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