

CNH Industrial to showcase global strengths at Expo Milano 2015

As a Global Partner of Expo Milano 2015, the company will fly the flag for its brands and worldwide activities at the universal event to be hosted in Milan, Italy. A Sustainable Farm Pavilion, product displays, logistics and transport vehicles and sponsorship of other main venues: these are some of the different representations of how CNH Industrial will proudly endorse this important event throughout its six month run.

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CNH Industrial with



CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) will capitalise on its Global Partner role with Expo Milano 2015 throughout the universal event's duration from May 1 to October 31 in Milan, Italy. By bringing together its different strengths and brand values against one common background, the company, one of the world's largest operating in the capital goods sector, hopes to raise awareness of its worldwide presence and areas of excellence.

A unique opportunity for all involved, the latest edition of this famous quinquennial appointment will occupy over one million square metres of land in northwest Milan. Expo Milano 2015 is expected to draw close to 20 million visitors during its six months' worth of performances, meetings, conferences and gatherings, all converging around the theme of "Feeding the Planet, Energy for Life".

This theme is of particular significance to CNH Industrial. Agricultural machinery is one of the company's core business segments, where it is present commercially through its Case IH, Steyr and New Holland Agriculture brands.

New Holland Agriculture will in fact take pride of place at Expo as the only agricultural machinery brand to host a pavilion on the grounds. New Holland's Sustainable Farm Pavilion will represent the brand's key agricultural innovations and values – fully in line with its Clean Energy Leader™ strategy. Through storytelling, visitors will be guided from the planting of the seed to the production of food. From its eco-friendly pavilion structure to the interior experience centre, visitors will better understand the role of agricultural mechanisation in the food supply chain through a series of interactive applications, augmented reality, video installations and product displays.

FPT Industrial, CNH Industrial's powertrain brand, will display its top level Cursor 16 engine in the New Holland pavilion. FPT Industrial engines will also power the transport and logistics vehicles supplied by fellow CNH Industrial brands for Expo 2015.

Iveco Bus, a CNH Industrial brand specialising in collective passenger transport and a European leader in natural gas buses, will provide seven Urbanway city buses powered by environmentally-friendly compressed natural gas (CNG) engines at Expo. These vehicles are highly efficient in terms of reducing pollutants and noise emissions. They will be used for visitor transportation within the Expo site as well as to and from its parking areas.

Nine Iveco New Dailys (Winner of the 2015 International Van of the Year award) and an Iveco Eurocargo truck, from CNH Industrial's commercial vehicles brand Iveco, will be provided for transport and logistic purposes through Iveco client DB Schenker. In addition to this, 18 Eurocargo road sweepers and seven Stralis Hi-Way trucks with skip loaders will work to support the external sites connected to the Expo. These vehicles will be provided by AMSA, Milan's municipal waste collection, street sweeping and essential hygienic services entity.

Construction equipment from CNH Industrial brand New Holland Construction is already hard at work throughout the Expo site to help build different areas. These machines were also utilised for the construction of New Holland Agriculture's Sustainable Farm Pavilion.

In addition, CNH Industrial is a sponsor of the USA pavilion "American Food 2.0" where its agricultural machinery brand Case IH and construction equipment brand CASE will be showcased.

Finally, the TechPro² initiative, driven by CNH Industrial and sister company Fiat Chrysler Automobiles, will also be featured at Expo. This professional development programme is designed to recruit young people often coming from underprivileged backgrounds and underdeveloped areas and provide them with highly technical training, qualifying them for professional placement in sectors which include automotive, industrial vehicles and agricultural equipment. Today, this initiative has established collaborations with 55 schools in Italy, Spain, Poland, Africa, India, Brazil, Argentina, China and other countries.

The first Expo was held in London in 1851. Its success prompted other countries to organise similar events such as the Paris Expo in 1889, for which the Eiffel Tower was constructed. Each Expo is dedicated to a topic of universal interest. The role of a Universal Exposition, besides showcasing the most promising new technologies, also looks to interpret the collective challenges that Mankind is facing. The international body that regulates the frequency, quality and performance of the expositions, Le Bureau International des Expositions (BIE), was founded under an international convention, signed in Paris in 1928. Currently over 160 countries are members of the BIE.

For more information on New Holland Agriculture's Sustainable Farm Pavilion visit:
www.expo2015.newholland.com

***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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