

## **CNH Industrial's use of IT is ranked as the most innovative in Brazil's Automotive Industry**

*The Brazilian business media company IT Midia, in partnership with PricewaterhouseCoopers, has classified the Company as the country's fourth most innovative and the first in its sector.*

London, December 10, 2015

CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) has been named as one of Brazil's leading companies in the 2015 "100+ Innovators Using IT" rankings. The annual list is determined by Brazilian media company IT Midia in partnership with the global professional services firm PricewaterhouseCoopers. IT Midia is recognised for its expertise in Information Technology and supports the country's various business sectors through numerous initiatives including the publishing of journals and studies as well as hosting conferences on topics related to the IT industry.

CNH Industrial finished first in the "Automotive and Parts Industry" category and fourth in the overall rankings. The Company won for the submission of its 'Glass Project', which is currently underway at its plant in Sete Lagoas, which manufactures powertrains for the FPT Industrial brand, buses for the Iveco Bus brand and light, medium and heavy commercial vehicles for the Iveco brand. This project incorporates the use of Google Glass for a number of employees working on the plant's assembly line to assist them in their work.

Google Glass was developed by Google X, the facility within Google that is devoted to technological advancements such as driverless cars. This particular technology was developed with the mission of producing an ever-present computer which displays information in a smartphone-like hands-free format that allows those wearing the glasses to communicate with the Internet via natural language voice commands.

"It is a new and modern way of working," explained Ignazio Marchese ICT Director for CNH Industrial in Latin America. "With technology, we have managed to promote agility, increase quality, avoid process faults and provide operators with an instantaneous and highly interactive auxiliary system, since they can access videos in real time to eliminate any doubts that might arise on the job."

In 2014, the Company invested USD \$1.1 billion in Research & Development and operates 49 global Research & Development centres, six of which are based in Latin America. “Innovation has always been a priority among our investments and this achievement confirms our commitment,” commented Vilmar Fistarol, Chief Operating Officer for CNH Industrial in Latin America upon hearing the news.

***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](http://www.cnhindustrial.com)*

**For more information contact:**

Alessia Domanico  
Corporate Communications - Global  
CNH Industrial  
Tel: +44 (0)2077 660 326

Laura Overall  
Corporate Communications Manager  
CNH Industrial  
Tel. +44 (0)2077 660 338

Email: [mediarelations@cnhind.com](mailto:mediarelations@cnhind.com)