

Full attention for Case IH & STEYR

First step of integrating distribution and marketing within CNH Industrial successfully completed by Andreas Klauser in the EMEA region / Key objective of CNH Industrial to fully integrate all brands now allows Klauser to focus on further growth of Case IH and STEYR

St. Valentin, 26.02.2015

The organisational changes and the enlargement of the management board announced by CNH Industrial last week aim at the full integration and further transition of the brands Iveco and FPT Industrial, thus resulting in the presentation of CNH Industrial as homogeneous corporation in the global capital goods market. This integration gives evidence of the importance that is attached to in-company integration on the one hand and the individual brands on the other. "That is the reason why I will now fully focus on leading both brands Case IH and STEYR to further growth and a successful future within CNH Industrial", explains Andreas Klauser.

Case IH and STEYR already contribute decisively to the success of CNH Industrial today. "As Brand President, I am looking forward to further develop both brands' potentials together with my team", announces Andreas Klauser. "I am very pleased that, since the foundation of CNH Industrial two years ago, we have successfully finished the first step with the distribution and marketing sectors under my leadership in EMEA", he says. "As a natural evolution and to leverage the most effective balance and synergies between the regions and brands, I will put a strong emphasis on the Case IH and STEYR brands and continue the successful growth of our business", concludes Klauser.

Press releases and photos <http://mediacentre.caseiheurope.com/>.

Case IH is the professionals' choice, drawing on more than 170 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com.

Case IH is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.

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