

The STEYR Terrus CVT receives distinction in large tractor category

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The new Terrus CVT, the flagship tractor from STEYR, a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI), has been recognised by the “Machine of the Year 2016” awards. It is listed in the Large Tractor category.

The awards are conferred annually by German Landwirtschaftsverlag (DLV) an agricultural publishing group with over 30 print titles and more than 40 websites globally. This year’s competition featured 14 categories and engaged a jury panel of 21 editors from Europe’s leading agricultural publications. The winners were announced at Agritechnica 2015 last week. Agritechnica is the world’s largest trade fair for agricultural machinery and equipment, which takes place bi-annually in Hanover, Germany.

The development of the Terrus CVT in St. Valentin, Austria is the result of an in-depth customer survey in the European farming community where STEYR gathered the needs of farmers who were specifically asking for more power in the large tractor segment.

“European agriculture is a true high-level business: despite being as equally innovation-oriented and environmentally conscious as they are, European farmers and contractors are demanding customers. That is why helping them to handle any given task with maximum efficiency, performance and reliability is at the core of the new Terrus CVT range”, said Andreas Klauser, STEYR President and a member of the CNH Industrial Group Executive Council.

PRESS RELEASE

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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