

CNH Industrial agricultural brands win big at FIMA 2016

Both Case IH and New Holland Agriculture were acknowledged with accolades at the recent International Agricultural Machinery Fair (FIMA) in Zaragoza, Spain.

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The 39th edition of the International Agricultural Machinery Fair (FIMA) in Zaragoza, Spain hosted over 227,000 visitors keen to see the latest products, technologies and services offered by the agriculture sector. CNH Industrial's global agricultural machinery brands Case IH and New Holland Agriculture were both present with exhibition stands to showcase their latest offerings for 2016. Both brands were acknowledged with industry awards by FIMA's jury and public.

The new Case IH Optum CVX tractor received a 2016 Technical Innovation award, which recognises the best technical innovations in the agriculture industry geared towards increasing productivity, occupational safety, and reducing environmental impact. The Optum CVX was recognised for its high-performance engine brake system. This distinction marks the fourth major industry award for the Optum CVX since its launch in late 2015. The tractor is manufactured at the Case IH plant in St. Valentin, Austria.

New Holland's Blue Cab™ 4 technology and Triple-Clean™ cleaning shoe on its CX5 and CX6 Elevation range of combines also received Technical Innovation awards. Furthermore, its T4.105 LP tractor received the title of Spain's Best Specialised Tractor for 2016. The winner of this specific award is determined by votes cast by both the public and a jury comprised of trade press and technical experts. Manufactured in Jesi, Italy, the new T4LP Series, is highly versatile and has been designed to work in olive groves and in mountainous areas where a low centre of gravity and wide track stability are required to work on steep slopes.

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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