

CNH Industrial launches new corporate website and Newsroom media portal

The Company unveils two new online developments: a totally new and responsive corporate website www.cnhindustrial.com and online media platform media.cnhindustrial.com/EMEA, which facilitates access to the latest news and media contents from the Company and its 12 brands.

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CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) announces the launch of two important web initiatives that are now live. The first is a totally redesigned corporate website, www.cnhindustrial.com, the second is Newsroom, media.cnhindustrial.com/EMEA, a brand new, one-stop media portal for the press.

A new corporate website

More information on CNH Industrial and its 12 brands than ever before in one place online: CNHIndustrial.com is developed with the user experience firmly in mind. This fresh and interactive website makes navigation more straightforward, while inviting visitors to explore different areas. From key figures, to the latest corporate news and up-to-date information for investors and stakeholders, the new responsive design means that all of this can be accessed from any device in a version that is formatted to whichever screen and promotes touchscreen scrolling and navigation.

New website sections include: Top Stories, with features and commentary on issues across the globe that are of importance to the Company and the sectors in which it operates; Our Brands presents comprehensive information and contents on each of CNH Industrial's 12 brands – Case IH, Steyr, Case Construction Equipment, New Holland Agriculture, New Holland Construction, Iveco, Iveco Astra, Iveco Bus, Heuliez Bus, Magirus, Iveco Defence Vehicles and FPT Industrial – providing Photo and Video Galleries, Historical Timelines and Latest Achievements; and a new expanded Sustainability section gives greater in-depth information on the Company's work as a global leader in corporate social responsibility.

PRESS RELEASE

The Newsroom media portal

While the website serves as a window to the wider public, Newsroom, CNH Industrial's new media portal, has been conceived especially for press and news associations to assist them in getting the best and most relevant content. The media portal can be found at the following address: media.cnhindustrial.com/EMEA/.

It is designed to provide quick and easy access to corporate and product media content from the Company and its 12 brands which span an array of different sectors: agricultural machinery, construction equipment, commercial vehicles, specialty vehicles and powertrain technologies.

From a corporate standpoint, the platform will be regularly updated with the latest global Communications, Management Profiles, Galleries, comprising both still images and broadcast quality videos, Publications, and a comprehensive History section.

The portal is further conceived as an essential tool for obtaining the Latest News, Product Information, Galleries and History from each of CNH Industrial's 12 brands.

Users can sign up to receive alerts (media.cnhindustrial.com/EMEA/Subscribe) when new content is added to the site, add chosen materials to a Media Cart to facilitate the downloading and sharing of multiple elements, download items directly to their chosen devices or share content directly across a range of social media platforms. The site also contains contact information and links to related brand websites and social media platforms.

The brand content on media.cnhindustrial.com/EMEA is EMEA-focused in this first phase of the platform. A roll out in the other regions where CNH Industrial operates will follow. For the CNH Industrial press site in Latin America please visit media.latam.cnhind.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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