

CNH Industrial extends Miller Nitro line high-capacity sprayer product distribution to Case IH Application Equipment distributors in United States

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CNH Industrial (NYSE: CNHI /MI: CNHI) announces an additional distribution channel for its Miller branded high-clearance sprayers in the United States through its Case IH Application Equipment distributors. This strategic development builds upon CNH Industrial's acquisition of precision spraying equipment manufacturer Miller and responds to commercial market growth for self-propelled sprayers.

First founded in 1899, Miller was acquired by CNH Industrial in 2014. The assets acquired as part of the transaction were subsequently incorporated into the Company's New Holland Agriculture brand portfolio. Effective January 2017, CNH Industrial's Case IH brand Application Equipment distributors will also have access to commercialize one specific product series from that portfolio: the Miller branded Nitro front boom sprayer.

The expansion establishes a new distribution channel to serve customers and capitalizes on market share, helping CNH Industrial maintain a competitive and state of the art product offering. The Miller line of high-clearance sprayers complements the Case IH sprayer product offering and supports a growing market trend for late season applications in mature crops. In addition, the Miller Nitro Series provides the highest capacity sprayer in the industry with product tank capacities up to 1,600 gallons, front boom widths up to 135 feet, a four-wheel steer option and nitrogen injection toolbars.

Case IH Application Equipment distributors have long established relationships with commercial customers. CNH Industrial can utilize these relationships to drive additional sprayer volume and further strengthen the Miller brand presence in the United States.

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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