

**Kurt Coffey Named Vice President,
CNH Industrial Parts & Service in North America**

RACINE, Wis., July 21, 2016 – CNH Industrial Parts & Service, the aftersales product support division of CNH Industrial (NYSE: CNHI / MI: CNHI), has named Kurt Coffey as Vice President of CNH Industrial Parts & Service in North America. Kurt succeeds Scott Harris, who recently became Vice President of CNH Industrial’s CASE Construction division. Both changes resulted from Jim Hasler’s recent decision to retire as Vice President of CASE Construction after 34 years of dedicated service with the company.

As Vice President of CNH Industrial Parts & Service for North America, Kurt is responsible for the overall sales growth and profitability of the company’s aftersales products, services and parts operations in North America.

“Since joining the company in 2008, Kurt has demonstrated the kind of exceptional leadership that is needed to drive the continued development and growth of our company’s aftermarket business,” says Brad Crews, chief operating officer-NAFTA, CNH Industrial. “Kurt and his team are fully committed to providing our equipment dealers and their customers throughout North America with the best products, service and support capabilities in the industries we serve.”

Kurt served most recently as Director of Sales and Marketing for the CNH Industrial Reman, where he led all sales and marketing activities for the company’s remanufacturing joint venture, including product sales, marketing, program and pricing management, global sales and business development.

Prior to joining CNH Industrial Reman, Kurt led the team of parts product marketing managers that is responsible for CNH Industrial Parts & Service products sold through its dealer networks. Kurt also has served in various field sales roles with CNH Industrial and Monsanto.

Kurt holds a BS degree in agricultural business from Illinois State University and remains actively involved in his family’s grain farming operation in central Illinois.

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CNH Industrial (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 Group 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 Helieuz Bus for buses and coaches; Iveco Astra for quarry and construction vehicles; Magirus for firefighting vehicles; Iveco Defence Vehicles for defense and civil protection; and FPT Industrial for engines and transmissions. More information can be found on the corporate website: www.cnhindustrial.com

CNH Industrial Parts & Service provides aftersales parts and service solutions for CNH Industrial (NYSE: CNHI / MI: CNHI) and the Case and New Holland brand families, including CNH Industrial Genuine Parts, Case- and New Holland-branded parts, CNH Industrial Reman parts, and a wide range of global support services for the Case and New Holland dealer network.

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