

## Case IH and New Holland Agriculture announce innovation awards ahead of SIMA 2017

*The autonomous tractor concepts from CNH Industrial brands Case IH and New Holland Agriculture have received Silver Innovation medals from the SIMA Organization. SIMA hosts the bi-annual international farm machinery exhibition, of the same name, which will be held in February 2017.*

London, November 24, 2016

Earlier this year CNH Industrial unveiled its concept autonomous tractor technology to the world: <http://bit.ly/2gkh18k>. As this concept continues to gather interest and incite global discussion, it is also being acknowledged by the agricultural sector for its innovation. The latest recognition comes from SIMA, the international farm machinery exhibition, which will be held next February in Paris, France.

Ahead of the exhibition, a jury of international agriculture professionals has today announced the winners of the SIMA 2017 Innovation Awards. These awards recognize new developments from the show's exhibitors which demonstrate design and innovative features that have the potential to offer significant user benefits. Both the cabless Case IH Magnum CVX and the cabbed New Holland T8 NHDrive™ autonomous concept tractors were awarded Silver Innovation medals.

CNH Industrial's Innovation Group has proactively developed concept autonomous technology to help farmers and agribusinesses sustainably boost production and productivity through the ability to make the most of ideal soil and weather conditions, as well as available labor. This technology is the next step in the Company's innovation roadmap and holds significant promise for the sustainable and productive future of farming.

New Holland Agriculture received a further Special Mention for its High Efficiency Heat Rejection System. This cooling system relies on two radiator loops: a high temperature loop to cool the engine and a low temperature loop to cool the vehicle systems locally to average the heat rejection requirements. The benefits of this system include the significant energy savings to be achieved. For more information on this system please visit the following link: <http://bit.ly/2gjj3SG>.

Download high-resolution images from this press release on the **CNH Industrial Newsroom**:  
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***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](http://www.cnhindustrial.com)*

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