

## **CASE recognized as ‘Best Construction Equipment Company of the Year’ in India**

*Gurgaon, December 16, 2016*

CNH Industrial’s construction equipment brand CASE received the “Best Construction Equipment Company of the Year” Award in the Best Sector Innovation category for its contribution to India’s Construction Equipment and Material Handling Industry. The prize was conferred at the Construction Times Award ceremony, held during the BAUMA CONEXPO 2016 exhibition in Gurgaon, India. The jury of high-level industry experts based their decision on CASE India’s contribution to society, its financial performance, innovation, technology and skill development.

“We are delighted to have won this prestigious award, which is a testament to the high quality of our equipment, as well as to the innovation in our products and manufacturing processes. The CASE India team’s expertise, practical, hands-on approach in serving our customers, and the adoption of the World Class Manufacturing systems at our plants, including our facility in Pithampur, are some of the cornerstones of the brand’s excellent reputation for quality in its products and its support,” said Mr. Gabriele Lucano, Head of CNH Industrial in India.

Present in India for over 25 years, CASE is the country’s market leader in compactors and a key player in loader backhoes. It operates a manufacturing plant in Pithampur, where it produces its range of award-winning compactor equipment and loader backhoes. It serves customers with its full range of equipment supported with an extensive dealer network.

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](http://www.cnhindustrial.com)*

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