

New Holland machines officially inaugurate Paraguay's 2017 rice harvest

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Combine harvesters from New Holland Agriculture, a brand of CNH Industrial (NYSE: CNHI /MI: CNHI), played a key role at the inauguration of the rice harvest in Paraguay. This was marked by a ceremony held on March 2 at Villa Oliva Rice, one of the country's most important rice producers. It saw the participation of the President of Paraguay, Horacio Cartes, together with some 500 guests, including executives from New Holland in Latin America and representatives from Ciabay, the brand's dealer in Paraguay.

The guests were treated to a live demonstration as New Holland's combines began their work on harvesting rice for the season. Sitting in the harvester cab, President Cartes was given the opportunity to gain a better appreciation of the advanced technology and got a sense of how it will work during this crucial window. In addition, attendees were given a tour of the rice factory to learn about the complete process from harvest to packaging.

Villa Oliva Rice is located 120 kilometers south of the country's capital Asunción. With 18,000 hectares' worth of land situated along the Paraguay River, its geographic location not only favors the ideal agro-climatic conditions for the production of high quality rice, but is also in a strategic location in terms of transport and logistics. The facility reaches an annual average yield of 80,000 tons of rice.

***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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