

CNH Industrial technology and design on display at Biennale Internationale Design

Through videos and images, the Company presents the Case IH and New Holland Agriculture Autonomous Tractor Concepts as part of the 'Si Automatique?'(If automatics?) exhibition at the 10th Biennale Internationale Design Saint-Étienne in France.

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The concept technology and design developed by CNH Industrial for the Case IH and New Holland Agriculture concept autonomous tractors are currently on display at the 10th Biennale Internationale Design Saint-Étienne in France until April 9. The Biennale takes over the areas in and surrounding the Cité du Design (City of design) event space, bringing together a range of international talents and uniting them around the theme 'Working Promise,' to offer visitors a panorama of the shifting paradigms surrounding the idea of work.

Both concepts are featured in the 'Si Automatique?' (If Automatics?) exhibition. They complement the themes of the Biennale by presenting the relationship between autonomy and control for future agricultural machinery. Videos and images depicting the concept display the key technologies and the way in which it operates.

"Call this era what you will, the 'second age' the 3rd or 4th industrial revolution, the delegation of tasks to machines has become massively widespread. Our habits, customs and routines, as well as our wishes and desires, are exposed to the laws of mathematical calculation. The idea of 'controlled' machines is being replaced by that of machines and devices that upset not only the nature of the interactions binding us to them, but also the way in which we experience the world and the way in which we work." This is how Eric Fache, curator of 'Si Automatique?' presents the themes of the exhibition featuring the concept autonomous tractor development.

The Case IH concept autonomous tractor developed by the CNH Industrial Innovation Department was first launched in August 2016 at the Farm Progress Show in Boone, Iowa, USA and debuted in Europe earlier this year. It demonstrates how precision farming and automation are becoming increasingly prominent across agricultural machinery. Today, tractors can be integrated with auto-steering and telematics systems as this sector continues to move towards complete autonomy.

PRESS RELEASE

CNH Industrial has proactively developed technology to allow the completely remote deployment, monitoring and control the Case IH concept autonomous tractor. The concept aims to efficiently utilize technology to make the most of ideal soil and weather conditions, increasing overall productivity and production.

Through two of its agricultural brands, Case IH and New Holland Agriculture, CNH Industrial presents two distinct designs of its concept tractor. The Case IH model sees CNH Industrial's Design Center take the opportunity to reinvent the tractor, creating a symbol for the future era of autonomy, thus completely removing the driver's cab.

The New Holland concept takes the more conventional form of a tractor with the existing T8 model keeping its cab to maintain operating flexibility, with the option of traditional manual control. This enables human control for on-road driving and tasks that cannot yet be automated.

The 10th edition of the Biennale Internationale Design Saint-Étienne confirms the Cité du Design's commitment to the business world and its economic positioning.

***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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