

CNH Industrial launches new Newsroom for North American region as next phase of global website update

The Company unveils a new media portal for corporate and brands' press releases, images and videos

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CNH Industrial (NYSE: CNHI /MI: CNHI) announces the launch of a new online Newsroom for the North American region. The Newsroom, media.cnhindustrial.com/NAFTA, features a media portal for members of the press and news outlets to access the best and most up to date information about CNH Industrial and five of its brands, Case IH, CASE Construction Equipment, New Holland Agriculture, New Holland Construction, and FPT Industrial.

The Newsroom is designed to be the essential tool for obtaining the Latest News, Product Information and Global Communications from CNH Industrial and its brands. It serves journalists covering various beats by providing content on an array of sectors including: agricultural machinery, construction equipment, and powertrain technologies.

Journalists on deadline are now able to quickly and easily access the latest corporate information on the Company including Management Profiles, History, Publications, and Galleries, which are comprised of both still images and broadcast quality videos.

Visit media.cnhindustrial.com/NAFTA/Subscribe to subscribe to pertinent alerts about CNH Industrial and its brands. Registered Newsroom users can also select and place digital elements from the website in a personalized Media Cart. The digital elements can then be downloaded to chosen devices or shared across a range of social media platforms. The CNH Industrial Newsroom also contains contact information and links to websites and social media platforms of its brands.

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

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