

New Holland Agriculture awarded Highest Rating in India Tractor Product Performance and Service Satisfaction Indices

The 2017 India Tractor Product Performance Index (PPI) StudySM, the annual customer survey conducted by global market research company J.D. Power, ranked New Holland Agriculture with the highest score in the 31-40 hp and 41-50 hp segments. The brand also ranked highest in the 2017 India Tractor Customer Service Index (CSI) StudySM, recording a robust 74-point increase from 2016.

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New Holland Agriculture, a global agricultural equipment brand of CNH Industrial (NYSE: CNHI /MI: CNHI), ranks highest in satisfaction with tractor performance, and after-sales service experience in two studies conducted by J.D. Power. The PPI and CSI studies, now in their third year, are based on evaluations from 3,440 tractor owners across 14 states, fielded from December 2016 to April 2017. J.D. Power's annual studies are looked upon as the benchmark in the Indian automotive industry and in the Asia Pacific region, and this reputation has now transferred successfully to the tractor segment. Their data and insights are used by companies to improve quality, satisfaction and business performance, and by consumers to make more informed purchase decisions.

Gabriele Lucano, CNH Industrial India Country Head, commented: *"We are very proud of these recognitions: they give us direct confirmation from our customers that the relentless efforts we put into offering best-in-class products and services make a difference for them. We invest heavily in continuous R&D, in manufacturing excellence, and in all the activities that result in the high-quality after-sales support. With these top rankings, and the surge in satisfaction that our customers have expressed, we are succeeding in meeting the increasingly demanding requests of Indian farmers in terms of tractor performance, after-sales support and parts service."*

New Holland ranks highest in two horsepower segments analysed by 2017 India Tractor PPI StudySM

The study measures the satisfaction with two indices: tractor performance, and quality & reliability across four horsepower segments. It examines satisfaction with tractor performance among owners of 12- to 24-month-old tractors.

New Holland achieved the highest ranking with scores of 862 and 866 in the 31-40 hp and the 41-50 hp segments respectively, and the second highest score in the segment above 50 hp – just two points below the highest rating and well above the segment’s average. The Brand also leads in all seven machine performance categories in the study – hydraulic and couplings; driveability; engine and transmission; overall styling and design; driving comfort; tractor structure; and tyres – in both horsepower segments. This year’s high ratings show that the satisfaction of New Holland’s customers with their tractors has not only increased, but also extends to the three horsepower segments in which the brand is present with its tractor offering ranging from 35 to 90 hp.

The survey revealed an overall surge of 20% from last year in owner satisfaction with tractor performance.

New Holland ranks highest in Customer Service Satisfaction in the India Tractor CSI StudySM

New Holland registered a 74-point improvement from 2016 in satisfaction with the after-sales service experience, scoring 842 on a 1,000 point scale. With this award, the brand is once again recognised as the highest ranking brand in the CSI study, which it also achieved in the first edition of the study in 2015.

The study examines satisfaction among tractor owners who visited an authorised service centre for maintenance or repair work. The overall ranking is based on a combined score of the service satisfaction and parts operation indices. The service satisfaction index measures four factors – service quality; service engineer; service initiation; and service handover – while the parts operation index looks at five attributes.

CNH Industrial’s agricultural business in India

CNH Industrial operates a manufacturing plant and R&D centre in Greater Noida where it produces New Holland tractors, engines and components. The plant serves the domestic market and exports to more than 100 countries across the world. New Holland Agriculture holds the market leading position in small square balers. The brand offers tractors, hay and forage equipment, planters, sprayers and tillage implements. CNH Industrial is also present in India with its Case IH brand, which is the market leader with sugarcane harvesters assembled at its manufacturing and R&D centre in Pune. With the two brands, the Company covers the entire agricultural production cycle, as well as offering specialist equipment.

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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