

CNH Industrial partners with Telethon for the #Andarelontano campaign

London, September 12, 2017

To mark the return to school, CNH Industrial is teaming up with Telethon Foundation in support of all children with rare genetic disorders, for whom the start of the new academic year can present an extra challenge. The #Andarelontano (“Go far”) initiative aims to support these children and their families so that they can face the beginning of the school year without trepidation, and “go far”.

CNH Industrial has decided to make a donation to the Telethon Foundation for all children of its Italian employees who are starting elementary school this year. The 800 or so children will each receive a letter with a small gift (a Telethon coloring album) from the company, to involve them in this solidarity initiative for the benefit of other young students born with a rare genetic disease.

In addition, merchandise (T-shirts, caps, etc.) in the CNH Industrial brand stores can be purchased at a discounted price compared with the list price, and the difference is being donated to the Telethon Foundation. The brand store websites are www.cnhindustrialstore.com, www.caseihshop.com, www.steyr-traktoren.com (FanShop area), www.caseceshop.com, www.ivecofanshop.com, www.ivecobusfanshop.com and www.fptstore.it. Other in-house promotional initiatives are under way involving over 17,000 Italian employees in a joint effort to support #Andarelontano, including direct donations on the dedicated website created by Telethon Foundation, www.andarelontano.it.

CNH Industrial plans to raise a total of around €15,000 on behalf of the #Andarelontano campaign, further underlining the support that the company has provided to Telethon Foundation over many years, having participated in a number of end-of-year televised fundraising marathons. It is a commitment that CNH Industrial also intends to renew for the upcoming 2017 edition.

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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