

CNH Industrial showcased at G7 Agriculture in Bergamo, Italy

The Company, together with its global agricultural equipment brands, Case IH and New Holland Agriculture, played an important role during the activities carried out in Bergamo, Italy on October 12 and 13 to prepare for the summit of the Ministers of Agriculture of the world's seven most important industrially advanced democracies.

London, October 13, 2017

CNH Industrial (NYSE: CNHI / MI: CNHI) played an important role throughout the events organized on the occasion of the G7 Agricultural Ministerial Meeting. The meeting, which falls within the calendar of institutional conferences being held in Italy this year, is scheduled to take place in the city of Bergamo on October 14 and 15.

On Friday, October 13, Carlo Lambro, Brand President of New Holland Agriculture and a member of CNH Industrial's Group Executive Council, met with Maurizio Martina, the Italian Minister of Agricultural, Food and Forestry Policies. On this occasion, Lambro reaffirmed the commitment of the brand and the entire Company to developing agricultural machinery that is not only innovative, but above all attentive to sustainability. The presence of the New Holland Methane Power T6.180, a methane powered tractor prototype, called attention to a future where a circular economy, and in consequence natural gas, will decidedly contribute to the development of increasingly sustainable agriculture.

New Holland Agriculture also played a major role in two important conferences, with the participation of Massimiliano Tripodi, Marketing Manager for the brand's Europe, Middle East and Africa region. The University of Bergamo hosted the first of these two meetings, entitled "The future of agriculture in Italy: development models and strategies for Made in Italy." Tripodi also presented a second address during the conference entitled "Let's grow Italy: Innovation and sustainability for business competitiveness," the result of a collaboration with Confagricoltura, which saw concluding remarks from Minister Martina.

PRESS RELEASE

Both of CNH Industrial's global agricultural brands, Case IH and New Holland Agriculture, exhibited their most advanced equipment in the town of Treviglio, at the CREA (Council for Agricultural Research and Analysis) mechanization center. The occasion for this display was the *Farm Innovation Lab*, an event organized together with the Italian publishing house Edagricole. It focused on precision farming and showcased the latest generation of tractors. New Holland Agriculture presented its Methane Power T6.180 prototype (previously displayed in Bergamo) and a T7.315 HD; whereas Case IH exhibited an Optum 300 CVX, the "2017 Tractor of the Year," and a Puma 175 CVX "Anniversary Edition."

***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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