

Behind the Wheel: CNH Industrial teams up with the Royal College of Art for innovative and sustainable design competition

Take a look at the winning industrial design ideas from the bright young talents of tomorrow in the latest Behind Wheel webisode. Watch online: cnhindustrial.com/behindthewheel

London, October 18, 2017

From a rescue hovercraft to a vehicle built to battle both wet and dry seasons, the students from the Royal College of Art's (RCA) vehicle and service design programs put their best foot forward when answering the competition call from CNH Industrial.

The latest CNH Industrial [Behind the Wheel](http://cnhindustrial.com/behindthewheel) webisode brings viewers the results of a joint competition organized by the Company and the RCA, the world's foremost art and design postgraduate university. The aim of the competition was to create a concept that would succeed in low capital, low income and low skills environments through ease of low cost manufacturing, maintenance and sustainable local use.

Hear from the students themselves as they explain their winning projects and how they were challenged to develop innovative industrial products and services to match local needs and existing infrastructure in developing nations.

Watch the webisode at: cnhindustrial.com/behindthewheel

CNH Industrial has longstanding relationships with academic design institutes including the RCA, Domus Academy and the Nantes School of Design to promote collaboration between the designers of today and foster those of the future.

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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