

## **CNH Industrial New Holland, Pennsylvania, USA plant achieves Bronze Level designation in World Class Manufacturing**

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CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) announces that its New Holland Agriculture manufacturing facility, located in the brand's birthplace and namesake of New Holland, Pennsylvania, USA, has been certified Bronze Level in the World Class Manufacturing (WCM) program. Coupling technical expertise and product innovation with manufacturing excellence, the New Holland site is the North American headquarters of the New Holland Agriculture and New Holland Construction brands and a global Center of Excellence for Hay and Forage products with dedicated R&D. New Holland agricultural equipment including Round Balers, Small Square Balers, Pull-Type Forage Harvesters, Harvester Heads, Disc Mowers, Rakes and Spreaders are manufactured on site.

The New Holland brand and site were founded in 1895 as a two-man machinery repair shop by master machinist and inventor Abe Zimmerman. Through the years, New Holland became known as the leader in hay and forage technology, pioneering many firsts including the first commercially viable self-tying automatic pick-up baler in 1940, which revolutionized haymaking and put New Holland on the map. Today, the site counts a workforce of over 1,000 individuals. The plant produces 30 different models of hay and forage equipment, which are exported to some 45 markets around the world.

WCM is one of the global manufacturing industry's highest standards for the integrated management of manufacturing plants and processes. It is a pillar-structured system based on continuous improvement, designed to eliminate waste and loss from the production process by identifying objectives such as zero injuries, zero defects, zero breakdowns and zero waste. To certify improvements, a system of periodic third-party audits evaluates all of the WCM pillars, forming an overall score for each plant that is the basis for three achievement levels: Bronze, Silver and Gold. The New Holland plant recorded significant gains in the pillar areas of People Development and Management Commitment.

PRESS RELEASE

This integrated model for managing all elements of an organization focuses on improving the efficiency of a company's technical and organizational components while maximizing market competitiveness. The widespread use of WCM principles at CNH Industrial plants allows the entire Company to share a common culture based on efficient processes and a language universally recognized across all plants and countries in which CNH Industrial operates.

***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](http://www.cnhindustrial.com)*

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