

CNH Industrial among the driving forces of industrial development in the Middle East

The Company was invited to take part in the international conference organized by the World Association of Investment Promotion Agencies (WAIPA), held in Dubai, in the United Arab Emirates. At the conference, CNH Industrial underscored its presence in the Middle East region through its business segments, from construction equipment and industrial vehicles to mining equipment and gensets.

London, November 29, 2017

CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) took part in the 22nd edition of the World Investment Conference, an annual event organized by the World Association of Investment Promotion Agencies (WAIPA). The conference, held on November 27 and 28 in Dubai, UAE, was attended by investment promotion agencies from all over the world, high ranking representatives of public and private institutions, development agencies, universities and NGOs. The 2017 edition of the conference, which is traditionally oriented towards the promotion of direct foreign investment, was particularly aimed at supporting investments that are able to guarantee sustainable development at local and global levels.

CNH Industrial was the only private corporation in the capital goods sector to be invited to the conference, due in part to its business portfolio that covers all areas of infrastructure development, from earthmoving equipment to goods and passenger transport vehicles, from quarry-construction vehicles to engines for power generation applications. The Company is present in the Middle East and North African regions with an extensive sales and service network for several of its brands, notably CASE Construction Equipment, IVECO, IVECO ASTRA and FPT Industrial.

The Company was represented at the conference by Michele Ziosi, Head of Institutional Relations Europe, the Middle East, Africa and Asia-Pacific, who opened his talk by explaining how the CASE brand has been progressively expanding in the Gulf region, starting from Dubai itself, with the goal of accompanying the continual growth taking place in the area. Also, in relation to the challenges and opportunities of corporate investments, Ziosi stressed that “the sustainability of products and processes is a key ingredient of the success of a company's investments. In this context, CNH Industrial's leadership in the research, development and sale of alternative fuel machines and engines alongside the most advanced and cleanest of conventional fuel units, provides ample evidence of the Company's commitment to assisting in

the drive to reduce emissions in the environment; likewise, the Company's many projects supporting local communities testify to its commitment in the realm of social accountability.”

CASE Construction: a growing presence in the Gulf Region

The global construction equipment brand of CNH Industrial, which this year celebrates 175 years since its establishment by founder Jerome I. Case, is present in the Middle East and the North-East Africa region with a central coordination facility for the entire area located in Dubai, and a sales and service network comprising of 17 dealerships. The brand's main products are backhoe loaders, skid-steer loaders, compact track loaders, crawler excavators, graders and wheel loaders.

During the World Investment Conference, CASE presented its new logistics center, inaugurated in Dubai last year, which today allows the brand to cover the service and parts requirements of the entire region. The center holds stocks of more than 11,000 different parts, making it possible to reduce lead times drastically. A shipment for Saudi Arabia, which used to take six weeks by sea freight, can now be delivered in less than a week overland, or even in just 24 hours by air freight.

IVECO, ASTRA and FPT Industrial: serving the industrial world in the Middle-East and Africa

The IVECO brand has been present in the Gulf region for 20 years and also counts strong roots in East Africa, continuing with the tradition that has seen Fiat's industrial vehicles playing a key role in the development of the Middle Eastern area. There are ten specialized IVECO centers in the region and a further five IVECO ASTRA centers, the Company's quarry and construction vehicles brand. Oman is also home to further brands in the commercial vehicles segment of CNH Industrial, namely IVECO BUS (buses and coaches) and Magirus (firefighting equipment).

CNH Industrial's powertrain specialist FPT Industrial has a strong presence in the region, especially in the power generation sector, where the engines designed and produced by FPT Industrial are installed in gensets supplying power to a broad range of infrastructure facilities in the public and private sectors.

The brand also operates in other areas, such as applied research and solutions for agriculture. One example from Eastern Africa, in Kenya, sees FPT Industrial involved in the project “A new engine for sustainable farming: training and innovative technology.” This initiative foresees the implementation of new irrigation techniques at the farm belonging to the Jomo Kenyatta University of Agriculture and Technology. Together with its know-how, FPT Industrial will supply a motor pump (complete with a full engine with a manual accelerator and silent muffler) and a self-propelled sprinkler. As such, educational activities can be carried out amongst the university’s students to further diffuse the use of new agronomic techniques and professional skills for young farmers and local agricultural cooperatives.

Further to this initiative, IVECO and FPT Industrial are active in Africa with the TechPro² program. This initiative is aimed at teaching specialized skills to the technicians of tomorrow in preparation for their entry into the job market in the automotive and industrial machinery sectors. This year saw the inauguration of a new TechPro² center in Johannesburg, South Africa, with both brands contributing in terms of providing tutor training and didactic materials as well as supplying commercial vehicles and engines for practical exercises and field tests.

***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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