

CNH Industrial receives “I Make America” Gold Award for Sixth Consecutive Year

Burr Ridge, December 6, 2017

CNH Industrial (NYSE: CNHI / MI: CNHI) received its sixth consecutive “Gold Award” from the Association of Equipment Manufacturers (AEM) in support of the organization’s [“I Make America”](#) campaign. The grassroots advocacy campaign advances policies to support manufacturing industry employment and help America’s equipment manufacturers compete globally. AEM commended CNH Industrial for the Company’s outstanding commitment to advocacy efforts on behalf of the manufacturing industry.

“It is important that manufacturers join together as industry partners and advocate for the issues that impact the sectors in which we do business,” said Jim Walker, Vice President of Case IH and AEM’s Vice Chair. “The ‘I Make America’ campaign highlights equipment manufacturers’ efforts to support agriculture, infrastructure, trade and the global economy.”

CNH Industrial has been active in government and public affairs issues that support manufacturers in the United States. The Company’s brands advocate through platforms www.CaseIHTakeAction.com, www.CaseCETakeAction.com, and www.NewHollandTakeAction.com. The brands also have grassroots efforts such as the [Dire States](#) platform organized by its CASE Construction Equipment brand and a [partnership](#) with Future Farmers of America organized by its Case IH Agriculture brand.

The campaign’s success depends on the strong support of member companies and their employees to educate elected officials about the equipment manufacturing industry’s role in driving economic prosperity and quality of life for all Americans, said Dennis Slater, AEM President. “The companies honored are leading the way for the association’s advocacy efforts, and we want to publicly thank them for their outstanding commitment and efforts,” said Slater.

CNH Industrial has 12 manufacturing plants, 10 research and development centers, and a workforce of 9,000 people in North America. The Company designs, produces and sells ‘machines for work’ and is present in all major markets worldwide giving it a unique competitive position.

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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