

CASE G-Series Wheel Loaders wins prestigious 2017 Good Design™ Award for Design Excellence

CASE has been honoured with the prestigious Good Design™ Award in the Industrial Category for its G-Series Wheel Loaders from the Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies.

Turin, 20 December 2017

CASE Construction Equipment received the Good Design™ Award for the G-Series wheel loaders – the latest generation of the brand’s proven range, which introduced a revolutionary windscreen design and raised the bar on operator comfort when launched in 2017. This recognition comes in the 50th year of the prestigious Award and was most significant in its history as a record number of Fortune 500 companies and the world’s foremost design firms entered. The G-Series was one of the product designs selected by the Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies out of the thousands of submissions sent by the world’s leading manufacturers and industrial design firms. As a winner of the Award, the CASE G-Series wheel loader design is now part of the Museum’s Permanent Design Collection.

Carl Gustaf Göransson, Brand President for CNH Industrial’s Construction Equipment businesses, commented: “We have been judged against the very best in the world and the G-Series has emerged as a winner: this prestigious accolade crowns CASE wheel loaders’ long history of excellence as we prepare to celebrate this product line’s 60th Anniversary next year.”

The cabin of the CASE G-Series wheel loaders sets new standards in comfort and safety with an operator environment, controls and interface that make it the brand’s most intuitive and easy-to-operate range. Every element has been designed to provide an automotive feel with industrial performance.

The G-Series takes visibility to a new height. The one-piece windshield provides an unobstructed panoramic view to the front, while multiple rear view convex mirrors, rear view display, slim engine hood and rear grid defroster offer excellent rear visibility.

The cabin interior has been designed to maximise space for the operator. The ergonomically designed joystick steering system provides a symmetrical operating station to control loader functions and machine steering, which reduces fatigue, especially during repetitive, high-production



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applications. The premium control monitor interface offers intuitive navigation through the machine's information and settings.

The suspended cab featuring an air ride active suspension premium seat, combined with the positioning of the engine at the rear of the machine, dramatically reduces noise and vibrations, improving operator comfort.

CASE sees design as an important driver in the product development process in order to deliver the superior operator comfort and intuitive operation achieved by the G-Series. In its pursuit of quality design that combines style and function, the brand relies on the experience and resources of CNH Industrial's Design Centre. The Good Design™ Award is testament to the high quality of the design resulting from the brand's focus and its efforts.

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CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 loader/backhoes, excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders and rough-terrain forklifts. Through CASE dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at www.CASEce.com.

CASE Construction Equipment is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.

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