

CASE wins triple recognition at Equipment Times Yellow Dot Awards in India

CASE Construction Equipment was named Best Construction Company of the Year in the Medium segment, won the Best Design Award, and received a Special Recognition for its contribution to the India's construction Industry at the prestigious Equipment Times Yellow Dot Awards

New Delhi, December 20th , 2017

CASE Construction Equipment, a brand of CNH Industrial, received the Yellow Dot Awards at a ceremony held in Bangalore, host city to the EXCON 2017 International Construction Equipment and Construction Technology Trade Fair. It won the Best Design Award in the Ease of Operation Category for its new 752EX vibratory tandem compactor, which is making its official debut at the exhibition. The brand was also named Best Construction Company of the Year in the Medium segment and was recognised for its contribution to the country's construction industry for the past 28 years.

The Yellow Dot Awards, organized by leading India trade publication Equipment Times, aims to promote innovation in the construction industry and honour the innovative spirit of original equipment manufacturers, component manufacturers and suppliers. The jury panel includes a government infrastructure advisor, the Infrastructure Equipment Skill Council's Chief Executive Officer, an Associate Professor of the Sai Vidya Institute of Technology, and consultants with a background in the construction equipment industry.

Mr Abhijit Gupta, Brand Leader, CASE Construction Equipment India, commented: "We are very proud of these awards, which are testament to the quality and innovation of CASE products and services, as well as our ability to deliver equipment developed to meet India's specific requirement. We are delighted to have the brand's long-standing service to Indian construction businesses recognised by the jury panel, and we look forward to contributing to the country's building industry for many years to come."

CASE presented the award-winning vibratory tandem compactor, the new EX Series Only Loader and upgrades to its PRO Series backhoe loader at the EXCON 2017 exhibition. It showcased its wide range of equipment, demonstrating its ability to meet the requirements of construction businesses in sectors as diverse as urban construction, road building, infrastructure, mining and other general construction applications.

CASE is the Indian market leader in the vibratory compactor segment and the only company to have sold more than 10,000 units in India. With more than 22,000 loader backhoes sold in the country,

CASE is also a Top Tier player in this product segment. In the last two years, CASE also launched new grader and dozer ranges, which have been extremely well received in India and across the Asia Pacific region. The company's 28,000 square metre state-of-the-art manufacturing plant in Pithampur, Madhya Pradesh, produces vibratory compactors and backhoe loaders for the Indian and export markets.

***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*

For more information contact:

Asia Pacific Press Office

Tel: +39 011 0071967

Email: media.apac@cnhind.com