

## GOOD DESIGN® Award for Case IH and CASE Construction Equipment

London, December 20, 2017

The GOOD DESIGN® Awards, the oldest and most prestigious global awards program for design excellence and design innovation, have announced winning designs from CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) brands Case IH and CASE Construction Equipment for 2017. The winners are the **Case IH Autonomous Concept Tractor** and the **CASE G Series Wheel Loaders**, both of which have been designed by CNH Industrial's in-house Industrial Design Center and developed together with the Company's Innovation and Engineering teams.

Case IH, a global agricultural brand of CNH Industrial, unveiled the world's first **high horsepower, cabless autonomous concept tractor** in 2016, marking a revolutionary step forward in tractor design. The Design Center used the current Case IH Magnum CVX row crop tractor as the starting point for the brand's autonomous concept. The concept's design was focused on both form and function, reimagining the tractor for a future autonomous era by eliminating the traditional operator cab and crafting sleek and dynamic lines. Styling was also used to both enhance functionality and house the required technology, whilst following a coherent design language. The aggressive headlights, sculpted bonnet and distinctive silhouette are complemented by carbon fiber front fenders, two-tone black and red wheel rims and signature LED status running lights.

CASE, the global construction equipment brand of CNH Industrial, introduced the all-new **G Series wheel loaders** in November 2016. Its new standards in operating comfort, interface and safety, make the G Series the most intuitive and easy-to-operate wheel loader that CASE has ever produced. The brand will in fact mark 60 years of wheel loader production in 2018. This particular product series spans seven new models scaled for work ranging from supply yards, building construction and agriculture up to quarries and mass excavation. Every element of the cab of this latest generation range has been designed to provide an automotive feel with industrial performance thanks to its enhanced styling, superior comfort, ergonomics, practical innovation and instinctive technology. The design also ensures best-in-class visibility, with a one-piece windshield that provides an unobstructed panoramic view to the front; multiple rear view convex mirrors, rear view display and slim engine hood offer excellent rear visibility; and the LED work light packages provide great visibility in low-light applications.

The CNH Industrial Design Center, led by David Wilkie, is dedicated to the Company's different segments: Agricultural Machinery, Construction Equipment, Commercial Vehicles and Powertrain.

“On behalf of the entire Design Center, we are honored to have been recognized with two Good Design® awards,” said David Wilkie, Head of the CNH Industrial Design Center. “This is a reflection of the dedication of our team, as we strive to look beyond the conventions of industrial design and challenge ourselves and the industry to consider new and dynamic solutions for sectors such as agriculture and construction in this case.”

The Chicago Athenaeum Museum of Architecture and Design and Metropolitan Arts Press Ltd. present the Museum's annual GOOD DESIGN® Awards Program for the most innovative and cutting-edge industrial, product, and graphic designs produced around the world.

***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)*

**Sign up for corporate news alerts from the CNH Industrial Newsroom:**

[bit.ly/media-cnhindustrial-subscribe](http://bit.ly/media-cnhindustrial-subscribe)

**Media contacts:**

Alessia Domanico  
Corporate Communications - Global  
CNH Industrial  
Tel: +44 (0)2077 660 326

Laura Overall  
Corporate Communications Manager  
CNH Industrial  
Tel. +44 (0)2077 660 338

E-mail: [mediarelations@cnhind.com](mailto:mediarelations@cnhind.com)