

## **CNH Industrial Joint-Venture plant in Erenler, Turkey achieves Bronze Level designation in World Class Manufacturing**

London, December 22, 2017

CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) announces that its joint-venture TürkTraktör manufacturing facility in Erenler, Turkey has been certified Bronze Level in the World Class Manufacturing (WCM) program. First established in 1967, the TürkTraktör joint-venture with Koç Holding A.Ş., Turkey's largest industrial conglomerate, is CNH Industrial's longest standing joint-venture. This solid business partnership also includes a manufacturing site in Ankara, Turkey which produces engines and transmissions and an import and distribution partnership for agricultural and construction equipment in the Turkish market.

The Erenler site was inaugurated in 2014 and counts some 1,000 employees. It manufactures tractors in the 48 to 132 horsepower range under CNH Industrial's global agricultural equipment brands Case IH and New Holland Agriculture. The tractors are destined for both domestic distribution and export to more than 130 markets around the world. Within its complex Erenler hosts production facilities, paint areas, laboratories, engine and transmission test areas and computer design engineering.

Featuring eco-friendly production, low energy and water consumption and a solar-paneled "green building" concept that makes the most of solar energy, Erenler has quickly progressed to being a top performing site, having earned WCM Bronze status three years on from its establishment.

WCM is one of the global manufacturing industry's highest standards for the integrated management of manufacturing plants and processes. It is a pillar-structured system based on continuous improvement, designed to eliminate waste and loss from the production process by identifying objectives such as zero injuries, zero defects, zero breakdowns and zero waste. To certify improvements, a system of periodic third-party audits evaluates all of the WCM pillars, forming an overall score for each plant that is the basis for three achievement levels: Bronze, Silver and Gold. The Erenler plant recorded significant gains in the pillar areas of Safety, Focused Development, Quality Control, Management Commitment, Commitment of Organization and Competence of Organization.

This integrated model for managing all elements of an organization focuses on improving the efficiency of a company's technical and organizational components while maximizing market competitiveness. The widespread use of WCM principles at CNH Industrial plants allows the entire Company to share a common culture based on efficient processes and a language universally recognized across all plants and countries in which CNH Industrial operates.

***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)