

PRESS RELEASE

CNH Industrial awarded for its innovative contribution to sustainability in agriculture

London, May 21, 2018

On May 21 at Microsoft House on Viale Pasubio 21 in Milan, Italy, CNH Industrial (NYSE: CNHI / MI: CNHI) received the “Green Pride of Innovation in Agriculture 2018” award for its significant contribution to agricultural sustainability. The award was conferred in a presentation ceremony during the event, which is promoted by Fondazione UniVerde in conjunction with Coldiretti Lombardia and Microsoft. Its aim is to recognize best practices in the green economy, particularly those aimed at reducing waste through the use of new technologies.

Antonio Marzia, Head of Connected Services, collected the award on behalf of CNH Industrial and gave a brief presentation on the main contents of the new Service Delivery Platform, a digital transformation initiative for the agricultural sector developed in conjunction with Microsoft.

This innovative project envisages the development of a new generation of agricultural machines equipped with state-of-the-art connected technologies, to give users a range of value-added services that leverage the vast body of data acquired by the vehicles during operation. CNH Industrial’s Service Delivery Platform will therefore contribute to the development of advanced connected services, through the continuous transfer of agronomic data from the machines using Microsoft Azure cloud-based technology. Ultimately, by establishing precise standards for creating, collating, interpreting and protecting data gathered by the vehicles during operation, it will be possible to guide the agricultural sector towards increasingly sustainable practices that result in reduced costs and wasted resources.

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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