

CNH Industrial brands appointed Official Partners to the Goodwood Estate

London, June 4, 2018

CNH Industrial N.V.'s (NYSE: CNHI /MI: CNHI) global agricultural and construction brands New Holland Agriculture and CASE Construction Equipment, together with its commercial vehicles brand IVECO, are all Official Partners to the Goodwood Estate, perhaps one of the world's most famous Country Estates.

Home to the Dukes of Richmond since the 1690s, and centered around one of the UK's finest Jacobean Grade I Listed country houses, CNH Industrial was the natural choice as an Official Partner for the Goodwood Estate. Given its vast portfolio of activities, which range from organic farming, a luxury hotel and a gourmet farm-to-fork restaurant through to its world-class motorsport events the Festival of Speed and Revival, golfing and horseracing venues, CNH Industrial was the only company able to satisfy the Estate's varied requirements thanks to the product diversity of its brands. Furthermore, CNH Industrial's commitment to sustainability was a deciding factor: having been named Industry Leader in the Dow Jones Sustainability World and Europe Indices for the last seven years.

Goodwood Estate is one of Europe's oldest and largest lowland organic farms and New Holland Agriculture is providing a range of modern agricultural equipment, focused on improving the productivity and efficiency of the farm. Furthermore, the brand is introducing Precision Farming technology, and as a result, the Estate will benefit from a greater level of agronomic information. The brand's tractors, combine harvesters, telehandlers and hay and forage equipment are used on a daily and seasonal basis in both arable and livestock environments.

An Estate of Goodwood's magnitude has an impressive level of infrastructure that not only needs maintaining, but thanks to its forward focused vision, continual modernization and renewal. The CASE equipment, including a wheel loader, mini-excavator, backhoe loader and skid steer loader are equally at home conducting road maintenance, being used to move cases of Goodwood Ale or feeding livestock and helping prepare for flagship events.

The Goodwood Estate is famous for its produce, and IVECO's flexible New Daily range fitted the bill perfectly. In both panel van and refrigerated box variants, this fleet is used for daily deliveries of cold chain produce. Meat from the on-site butchery is delivered not only to the Estate's restaurants and hotels but to suppliers across the country including top London restaurants. The milk and cream produced from the organic dairy herd is accepted to be some of the best in the country for use in coffee, and the new Daily fleet makes daily deliveries to artisanal coffee shops, which are growing in popularity with customers demanding ethically sourced products.

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

Goodwood is a unique sporting estate set in 12,000 acres of beautiful West Sussex countryside. Owned by the Dukes of Richmond since 1697, it has become famous for its thrilling motorsport events and spectacular horseracing. Goodwood also has an organic farm, four restaurants, two 18-hole golf courses, The Cass Sculpture Foundation park, the Kennels private members club, an aerodrome, a health club, a hotel and Hound Lodge, a 10-bedroom luxury retreat. Goodwood Home Farm is one of the largest lowland organic farms in Europe and its dairy herd was one of the first in the country to be 100% organically fed. The estate produces award winning beef, pork, lamb, cheeses, lagers and ales. More information can be found on www.goodwood.com

Sign up for corporate news alerts from the CNH Industrial Newsroom:
bit.ly/media-cnhindustrial-subscribe

Media contact:

Laura Overall
Corporate Communications Manager
CNH Industrial
Tel. +44 (0)2077 660 338
E-mail: mediarelations@cnhind.com
www.cnhindustrial.com