

Giretto d'Italia 2018: CNH Industrial is back in the saddle!

London, September 20, 2018

For the fourth consecutive year, in what has now become a tradition, CNH Industrial has confirmed its participation as the Main Sponsor in the “urban cycling championship” promoted by the Legambiente (an Italian non-profit environmentalist association) under the patronage of the Italian Ministry of the Environment. The goal is to promote cycling to work and school throughout Italy. Now in its eighth year, the event is organized together with VeloLove (a pro-cycling movement) and Euromobility, (a non-profit organization to promote mobility in business) and is part of European Mobility Week (September 16-22).

Checkpoints have been set up at the Italian sites of CNH Industrial to monitor the arrivals of staff who have chosen to cycle to work today. To further support this initiative, CNH Industrial has organized a lottery among its employees in which various bicycles and other prizes are on offer.

Joining the initiative this year are the manufacturing plants of Brescia (where medium-duty commercial vehicles are produced), Bolzano and Vittorio Veneto (defense and civil protection vehicles), Jesi and San Matteo (tractors), Modena (components for agricultural machines), Piacenza (quarry site vehicles), Pregnana Milanese (marine engines), San Mauro (construction machinery), Suzzara (light commercial vehicles) and Turin (office staff and engine and gearbox plant). The sites in Foggia (engines) and Lecce (construction machinery), which are difficult to reach by bicycle, have participated in the initiative by promoting the use of public transport and car-pooling. In total, around 1400 employees took part in the event, almost 200 more than in 2017.

Daniela Ropolo, Sustainable Development Initiatives Manager for the EMEA (Europe, Middle East and Africa) and APAC (Asia-Pacific) regions at CNH Industrial, said: “As with all sustainability initiatives, continuity is an important factor and this also applies to our partnership with Legambiente. It is thanks to this continuity that our colleagues’ participation in the Giretto is increasing year by year, rewarding our approach to

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sustainable mobility. This year we've also had much more of a presence at the city checkpoints, with a large banner at the finish line showing our support."

Sustainable mobility is a sector in which CNH Industrial has been at the forefront for many years, benefiting employee wellbeing and environmental protection through countless initiatives, such as the promotion of bike-sharing, company shuttle buses and car-pooling. "In this context," concluded Daniela Ropolo, "the Giretto d'Italia remains an important event for our company, and one in which we intend to continue investing in future."

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