

CNH Industrial takes part in key institutional and business events in China

The Company actively participated in the China-Italy Business Forum, the China International Import Expo (CIIE) and the Sino-Italian Agrifood Cooperation Forum, all held in Shanghai this week. CNH Industrial is an important player in the market with local manufacturing operations for both domestic and export markets, as well as a major importer of industrial equipment.

Shanghai, November 8, 2018

On the occasion of the inaugural China International Import Expo (CIIE) taking place at the National Exhibition and Convention Center in Shanghai this week, CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) took several opportunities to discuss its presence in China at high level forums and connect with the Chinese and international business communities.

The China-Italy Business Forum on November 6 saw the presence of government officials including representatives from the Chinese Ministry of Trade and the Italian Ministry of Economic Development. Stefano Pampalone, Chief Operating Officer (COO) for the Asia Pacific Region (APAC) at CNH Industrial and a Member of the Forum's Board of Directors, discussed the Company in a short address that touched on its Italian heritage, established links with China for over century and its strong market presence.

Announced in 2017, the CIIE is hosted by the Ministry of Commerce of the People's Republic of China and the Shanghai Municipal People's Government, in partnership with the World Trade Organization, the United Nations Conference on Trade and Development and the United Nations Industrial Development Organization. It is a significant initiative from the Chinese government to provide firm support for trade liberalization and economic globalization, actively opening the Chinese market up to the world by facilitating economic cooperation and trade. Enterprises from over 100 countries and regions are involved.

IVECO, the global commercial vehicles brand of CNH Industrial is present at CIIE, showcasing its latest products and technologies on a dedicated stand. The brand's participation is a direct response to China's Open and Reform strategy and IVECO's commitment to further support technological development in the market. On November 6, the brand unveiled the IVECO Daily Blue Power, with a Compressed Natural Gas engine, engineered by sister brand and in-house expert FPT Industrial and the New Daily Business Lounge, the latest arrival in IVECO's high-end applications. The New Daily Business Lounge is specifically designed to meet the growing demand for high-end business mobility in China with a range of uses including mobile office, business reception and family travel.

PRESS RELEASE

The brand also held a press conference, where CNH Industrial APAC COO Stefano Pampalone and Tommaso Croce, Business Director for IVECO China addressed CIIE participants. They discussed the Company and brand's promotion of the long-term development of China's automotive sector as well as the importance of natural gas commercial vehicles. Natural gas provides a viable alternative to diesel from an operational and profitability point of view, significantly reduces particulate matter and NOx emissions, and paves the way for biomethane, a totally renewable fuel that can reduce CO₂ emissions and provide a bridge to a circular economy based on the generation of energy from waste. This echoes the objectives of the China Blue Sky plan, the government action plan for pollution prevention and control.

Also planned in conjunction alongside CIIE was the Sino-Italian Agrifood Cooperation Forum which took place on November 7. This forum was organized by the Shanghai Municipal Agricultural Commission, a department of the municipal government, under China's Ministry of Agriculture and Rural Development, and Agenzia ICE, the Italian Trade & Investment Agency in coordination with the Ministry of Agriculture, Food, Forestry and Tourism. The topics discussed related to the benefits of cooperation in key areas such as food security, innovation, sustainable development and technological innovation. Luca Mainardi, Head of Agriculture and Construction Equipment for China and Mongolia at CNH Industrial, delivered a speech during the Forum's session on Innovation and Technology, where he discussed the Company's latest agricultural technology developments and the current and upcoming effects that these will have in the Chinese market.

CNH Industrial is present in China with seven of its 12 brands, which are backed by its financial services arm CNH Industrial Capital and a complete range of parts and accessories via CNH Industrial Parts & Services. Together with its three joint-ventures, the Company employs some 9,000 people in China and operates six manufacturing sites and four R&D centers dedicated to agricultural equipment, commercial vehicles and powertrain.

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***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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