

CNH Industrial #present at Telethon for the fifth year

Over one million euros donated to the Telethon Foundation in five years: this is the milestone reached by CNH Industrial thanks to this year's donations, which will total some 235,000 euros.

London, December 20, 2018

CNH Industrial has once again offered its support to Telethon, the Foundation that has been promoting and supporting research into increasingly successful treatment in the fight against rare genetic diseases. Together with its brands, and particularly IVECO, New Holland and FPT Industrial, the Company expects to contribute some 235,000 euros to the 2018 fundraiser.

As always, the initiatives were many and varied. First, the charity sales of vehicles which celebrate major milestones this year: an IVECO Daily Blue Power Hi-Matic Natural Power, in exclusive "40 years" livery created by Garage Italia, to celebrate the 40th anniversary of the launch of this bestselling van; and a New Holland T5.120 tractor, the first in the Centenario Limited Edition Series, launched to commemorate the centenary of the first Fiat tractor, a homage to New Holland's heritage. New Holland will donate the 60,000 euro proceeds derived from the sale of the tractor, and IVECO will auction the Daily Blue Power van, with a starting price of 50,000 euro.

FPT Industrial, the Company's engine brand, has also organized a charity auction, for a soundproof Genset for emergency applications, a GS NEF45, with a colorful livery specially designed for the occasion by Pao, the famous street artist and founder of Studio PaoPao. The two online auctions, taking place on the fundraising platform CharityStars (www.charitystars.com), will close on Friday, December 21, during the Italian national broadcaster RAI's TV telethon. CNH Industrial will then make a direct donation from the proceeds of these auctions thereby boosting the expected amount to 235,000 euros, reaching the milestone of one million euros donated to Telethon in five years. The total donated from 2014 to the present will be some 1.1 million euro.

The Company's support is not limited to fundraising, and has expanded to various awareness raising initiatives, which this year have once again involved employees and partnerships with other organizations. When schools went back in September, CNH Industrial took part in the #Andarelontano campaign with a donation to support children with rare genetic disorders for each child of its Italian employees starting their first year of primary school. And, once again, there were

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sales in April at all Italian offices of “Cuori di biscotto”, special heart-shaped biscuits made by Biscottificio Grondona, and at the end of the year, “Cuori di cioccolato”, heart-shaped chocolates made by Caffarel. In October, IVECO BUS vehicles were made available to the Convention of Telethon Volunteers, and, in the same month, IVECO supported Telethon with its own initiative, Oktober Truck Fest.

Finally, on December 13, the now traditional charity event was held at the CNH Industrial Village in Turin, Italy, where researchers presented the results of their extensive scientific studies, focusing on the use of revolutionary gene therapy, the jewel in the crown of the Telethon Foundation. Once again, CNH Industrial is offering tangible support to continue the fight against the many rare genetic diseases still awaiting a cure.

***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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