

New Case IH Brand President Appointed

RACINE, Wis. (February 12, 2019)

CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) today announced the appointment of Brad Crews as the Brand President of Case IH, effective March 4, 2019. Case IH is one of the Company's global agricultural brands.

Brad Crews rejoins CNH Industrial following his tenure as a Director of Titan Machinery Inc., an agricultural and construction dealer group of global scope. Mr. Crews can draw on some 23 years of experience at CNH Industrial, where he held a variety of increasingly senior managerial roles, culminating in his appointment as Chief Operating Officer of the former NAFTA region in 2014, a role he held until his departure in 2017.

Mr. Crews holds a Master's degree in Engineering from the University of Michigan, USA and a Master's degree in Management from Rensselaer Polytechnic Institute, USA.

Case IH is a global leader in agricultural equipment, committed to collaborating with its customers to develop the most powerful, productive, reliable equipment — designed to meet today's agricultural challenges. With headquarters in the United States, Case IH has a network of dealers and distributors that operates in over 160 countries. Case IH provides agricultural equipment systems, flexible financial service offerings and parts and service support for professional farmers and commercial operators through a dedicated network of professional dealers and distributors. Productivity-enhancing products include tractors; combines and harvesters; hay and forage equipment; tillage tools; planting and seeding systems; sprayers and applicators; site-specific farming tools; and utility vehicles. Case IH is a brand of CNH Industrial N.V. (NYSE: CNHI / MI: CNHI).

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