

CASE machines reimagined by the ArtCenter College of Design

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Students at ArtCenter College of Design in Pasadena, California, U.S.A have developed designs for CASE Construction Equipment machines that provide a glimpse into the future of construction equipment.

The latest CNH Industrial Behind the Wheel webisode provides viewers with a behind-the scenes look at the students' creative process in the development of these new designs. Watch the webisode at: cnhindustrial.com/designchallenge_en

ArtCenter students were challenged to re-imagine the CASE backhoe loader. They were asked to develop an improved backhoe loader or a comparable machine that does not exist today but can perform specific functions, such as moving dirt/material, grading and dozing, in a more efficient, convenient and comfortable way. Overall, this will lead to an improved operator experience.

A fundamental part of this challenge was to transform the interior cab into a mobile workspace. Students also needed to take safety considerations into account given that construction equipment is often used in built-up areas.

The design ideas included the latest trends impacting modern construction equipment, such as smart technologies, alternative fuels and semi-autonomous operations.

ArtCenter College of Design is a global leader in art and design education. Founded in 1930, it offers undergraduate and seven graduate degrees in a wide array of industrial design, visual and applied arts disciplines, as well as a joint MS/MBA program with the Drucker School of Management and a minor in Social Innovation through the Designmatters program.

The collaboration with ArtCenter highlights CNH Industrial's commitment to promote young talent and offer opportunities to work with industry professionals and broaden their design portfolio. In return, CNH Industrial, as well as CASE, gains fresh outside perspectives on product innovation and a sustainable future.

CNH Industrial has longstanding relationships with leading academic design institutes around the world, including the Royal College of Art (London, UK), Domus Academy (Milan, Italy) and the Nantes School of Design (Nantes, France).

Notes to editors:

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PRESS RELEASE

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CASE Construction Equipment is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.

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