

CNH Industrial brands reveal concept autonomous tractor development

London, August 30, 2016

CNH Industrial gave the public a glimpse at what the future of agriculture could look like at the 2016 Farm Progress Show in Boone, Iowa, USA. The Company held a public preview today of its concept autonomous tractor technology, which is being displayed in two distinct tractor versions, on the stands of its Case IH and New Holland Agriculture brands.

The versions include an entirely cabless concept Case IH Magnum and a New Holland T8 NH^{Drive™} concept tractor, which maintains its cab to deliver operating flexibility.

CNH Industrial's Innovation Group has proactively developed concept autonomous technology to help farmers and agribusinesses sustainably boost production and productivity through the ability to make the most of ideal soil and weather conditions, as well as available labor.

Auto-steering and telematics are already available on today's tractors and autonomous technology takes this a significant stage further. Based on the existing Case IH Magnum and New Holland T8 high-horsepower conventional tractors, and using GPS in conjunction with the most accurate satellite correction signals for ultra-precise guidance and immediate recording and transmission of field data, the CNH Industrial autonomous tractor concept has been designed to allow completely remote deployment, monitoring and control of the machines.

CNH Industrial's concept autonomous tractor technology is the next step in the Company's innovation roadmap and holds significant promise for the sustainable and productive future of farming.

For further information on the concept autonomous tractors, including more detailed product specifications, images, video and technical information, please visit:

http://media.cnhindustrial.com/EMEA/CNH-INDUSTRIAL-CORPORATE/Autonomous_Concept_Tractors

PRESS RELEASE

***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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