

CNH Industrial plant in India achieves Bronze Level designation in World Class Manufacturing

The Pithampur plant in Madhya Pradesh that manufactures CASE Construction Equipment paves another success on the road to excellence.

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CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) announces that its Pithampur, India plant has been certified Bronze Level in the World Class Manufacturing (WCM) program. The site manufactures loader backhoes and vibratory compactors under the Company's CASE Construction Equipment brand.

WCM is one of the global manufacturing industry's highest standards for the integrated management of manufacturing plants and processes. It is a pillar-structured system based on continuous improvement, designed to eliminate waste and loss from the production process by identifying objectives such as zero injuries, zero defects, zero breakdowns and zero waste. To certify improvements, a system of periodic third-party audits evaluates all of the WCM pillars, forming an overall score for each plant that is the basis for three achievement levels: Bronze, Silver and Gold.

This integrated model for managing all elements of an organization focuses on improving the efficiency of a company's technical and organizational components while maximizing market competitiveness. The widespread use of WCM principles at CNH Industrial plants allows the entire company to share a common culture based on efficient processes and a language universally recognized across all plants and countries in which CNH Industrial operates.

The Pithampur facility serves India's road and infrastructure sector and exports its products to some 30 markets. As a result of this local manufacturing expertise, the CASE brand has been India's market leader in vibratory compactors and a leading player in loader backhoes for over 25 years. This manufacturing facility embarked on its journey to WCM in 2013 and has since exhibited remarkable growth trajectory in its WCM competitiveness.

The quality of the products manufactured in Pithampur, which recently marked the production of its 10,000th compactor, have earned CASE a number of prestigious awards in India including the “Best Seller Compaction Equipment” award for four years running from trade publication Equipment India and the “Best Construction Equipment Company of the Year” award run by the trade publication Construction Times and conferred by a jury panel of high-level experts in December 2016.

The Pithampur site occupies over 40 acres, 29,000 square meters of which is covered area. The plant holds both ISO 9001:2000 quality and ISO 14000 environmental standards certifications. With this Bronze medal, the plant recorded notable improvements in the Autonomous Maintenance, Workplace Organization, Professional Maintenance and Clarity of Objectives pillar categories.

CASE celebrates its 175th anniversary this year, marking a long history at the service of the global construction equipment business. This achievement further highlights its role as a professional partner offering high quality, reliable and productive machinery for its customers’ needs.

***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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