



FCA US and CNH Industrial to be Official Sponsors of the USA Pavilion at Expo 2015

The sister companies announce their partnership with The Friends of the USA Pavilion Milano. Through this agreement, FCA US and CNH Industrial will play an integral role in supporting the USA Pavilion at Expo Milano 2015. The global event being held in Milan, Italy from May through to October centers around the theme “Feeding the Planet Energy for Life”.

Auburn Hills, Michigan, and London, United Kingdom, April 23, 2015

FCA US and CNH Industrial announce their support of the USA Pavilion at the upcoming world’s fair in Milan from May through October 2015. Expo Milano 2015 is expected to draw close to 20 million visitors during its six months’ worth of performances, meetings, conferences and gatherings, all converging around the theme of “Feeding the Planet, Energy for Life.”

FCA US will serve proudly as the exclusive automotive sponsor of the USA Pavilion, a partnership that demonstrates the automaker’s core values including innovation, sustainable mobility, and community, while at the same time, showcases the vital role trucks play in the everyday life of those in agriculture. As part of the FCA US partnership with the USA Pavilion, multimedia screens throughout the building will feature images from the [Ram Truck brand’s award-winning “Farmer” campaign](#), a tribute to American agriculture and the brand’s long-standing commitment to supporting those who work in family farming, agriculture and other farming-related industries.

CNH Industrial will be featured as the exclusive agriculture and construction equipment sponsor of the USA Pavilion. It will showcase its agricultural machinery brand, Case IH, and construction equipment brand, Case Construction Equipment, both of which play important roles in the American farming and infrastructure sectors. Images and video of the brands’ products at work will be prominently displayed around the pavilion demonstrating how these machines work to bring food to the tables of millions of Americans.

Also stationed outside of the USA Pavilion is its Food Truck Nation, an al fresco catering area, featuring Fiat Professional Ducato vehicles. Each truck will be adorned with images representing food, agriculture and the United States. The exterior of the Food Truck Nation will be wrapped with artwork depicting “The Spirit of American Farming” with a combine harvester from Case IH and a Ram 1500.



“Feeding the Earth, whose population will grow by 2.5 billion by 2050, is daunting. Our task is to give our small contribution by equipping farmers with the means to produce the maximum food possible. No one has the magic recipe, but everyone can and must do their part. This is what the challenge is all about: our vision of the future and the legacy we want for generations,” said Sergio Marchionne, CEO of Fiat Chrysler Automobiles and Chairman of CNH Industrial N.V.

“We’re excited to partner with FCA US and CNH Industrial, two leading companies which play an important role in tackling global food-system challenges through their commitment to sustainability and innovation,” added Doug Hickey, Commissioner General of the USA Pavilion at Expo Milano 2015.

In addition to their joint sponsorship of the USA Pavilion, both FCA and CNH Industrial are Official Global Partners of Expo Milano 2015.

Fiat Chrysler Automobiles provided a fleet of vehicles that, with an eye towards sustainable mobility, are being used for transportation by Expo staff and as a car-sharing service for the many visiting delegations from all corners of the world. A total of 105 "eco-sustainable" cars having low emissions and alternative fuels: fifty Fiat 500L Natural Power (that can also be used with biomethane), ten Fiat 500e electric-powered, for internal use within the exhibition area and ten executive sedans to be used as executive cars.

FCA Group will also be present inside Expo through a space in the Partners Building dedicated to merchandising and Fiat 500 urban furniture along the Decumano, the main street in Expo. Moreover, different touch points in Milan will welcome visitors.

CNH Industrial is the only industrial company present with a pavilion at Expo Milano 2015 through its brand New Holland Agriculture. New Holland’s Sustainable Farm Pavilion will represent the brand’s key agricultural innovations and values. From its eco-friendly pavilion structure to the interior experience center, visitors will better understand the role of agricultural mechanization in the food supply chain through a series of interactive applications, augmented reality, video installations and product displays. Furthermore, CNH industrial will provide logistics and transport vehicles from its Iveco and Iveco Bus brands throughout the event. These vehicles are powered by engines from FPT Industrial, the company’s powertrain brand.

**About FCA US LLC**

FCA US LLC is a North American automaker with a new name and a long history. Headquartered in Auburn Hills, Michigan, FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA US designs, engineers, manufactures and sells vehicles under the Chrysler, Jeep, Dodge, Ram and FIAT brands as well as the SRT performance vehicle designation. The company also distributes the Alfa Romeo 4C model and Mopar products. FCA US is building upon the historic foundations of Chrysler, the innovative American automaker first established by Walter P. Chrysler in 1925; and Fiat, founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

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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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About Friends of the USA Pavilion Milano 2015

The U.S. Department of State has selected the Friends of the USA Pavilion Milano 2015 as its private sector partner to work with the U.S. government to develop and implement an official American presence at the Expo. The Friends of the USA Pavilion includes the James Beard Foundation and the International Culinary Center, in association with the American Chamber of Commerce in Italy. Current partners include FCA US LLC, CNH Industrial, GE, Microsoft, Brand USA, Uvet, DuPont, illy, 3M, McKinsey & Company and FleishmanHillard.

The pavilion's management and program is directed by President Dorothy Hamilton (founder and CEO of ICC), CEO Charlie Faas, and Chief Creative Officer Mitchell Davis (EVP of JBF). Biber Architects has been selected to design the USA Pavilion, and Thinc Design is serving as USA Pavilion exhibition designer. Under the overall direction of the U.S. Department of State and leadership of Commissioner General Doug Hickey, the Friends organization will oversee every aspect of the project in consultation with a team of experts across the science, business, technology, agriculture, sustainability, design and other fields.

For more information, visit: <http://www.usapavilion2015.net/> and <http://en.expo2015.org/>.

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