

## **CNH Industrial's contribution to Telethon 2016**

*The Company donated 300,000 euros to Fondazione Telethon through its Iveco and New Holland Agriculture brand initiatives and the support of employees.*

Turin, 22 December 2016

The fund-raising campaign for Telethon, the foundation that promotes and supports the drive to develop treatments for rare genetic disorders, finished this year at the record level of more than 31.6 million euros. CNH Industrial (NYSE: CNHI / MI: CNHI), through its Iveco, New Holland Agriculture, CASE and FPT Industrial brands, answered the call to promote these initiatives.

First and foremost, Iveco auctioned a New Stralis XP “Emotional Truck” in exclusive Ferrari team race colors. The winning bid of 117,000 euros was made by an Italian bidder. Additional donations came from Iveco Dealers, who contributed to the Telethon campaign by collecting donations to build up the total funds collected by Iveco to more than 180,000 euros.

New Holland Agriculture was equally proactive, auctioning one of its vehicles to support the foundation: a T5.120 tractor with a special livery and interior trim created by the CNH Industrial Design Center. The winning bid received for the tractor totaled 66,000 euros.

In addition, sales of “Cuori di cioccolato” (chocolate hearts made by Caffarel for Telethon) to the employees in more than 15 Italian and Spanish sites generated proceeds in excess of 35,000 euros. All these contributions, when combined with the direct donations made by the CASE and FPT Industrial brands and the amounts collected during events and gala nights organized by the company (in Turin, Modena and Rome), brought the total to some 300,000 euros.

The monetary contribution was supported by the initiatives conducted to promote the Telethon fundraising campaign. In all the initiatives, the *Iveco Promotional Mobile Unit* roadshow that traveled the length and breadth of Italy to support the fundraiser, accompanied throughout by Caffarel, brought a message of shared commitment in the prevention and treatment of rare genetic disorders.

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 Defense Vehicles for defense and civil protection; and FPT Industrial for engines and transmissions. More information can be found on the corporate website: [www.cnhindustrial.com](http://www.cnhindustrial.com)

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