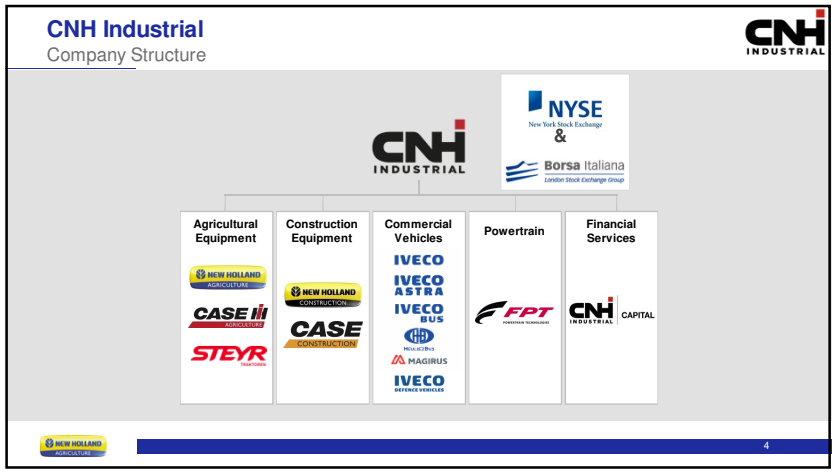

Welcome
NEW HOLLAND
AGRICULTURE
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CNH INDUSTRIAL


Welcome
CNH Industrial
New Holland Agriculture
New Holland Zedelgem
NEW HOLLAND
AGRICULTURE
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CNH INDUSTRIAL


CNH Industrial
Our Products
CNH INDUSTRIAL
Trucks
Buses
Firefighting Equipment
Civil Protection and Defence Vehicles
Construction Compact Line
Crawler Excavators
Engines and Transmissions
Tractors
Harvesting
3


CNH Industrial
Company Structure
CNH INDUSTRIAL
NYSE
New York Stock Exchange
&
Borsa Italiana
London Stock Exchange Group
Agricultural Equipment
Construction Equipment
Commercial Vehicles
Powertrain
Financial Services
NEW HOLLAND AGRICULTURE
CASE IH AGRICULTURE
STEYR
NEW HOLLAND CONSTRUCTION
CASE CONSTRUCTION
IVECO
IVECO ASTRA
IVECO BUS
MAGIRUS
IVECO DEFENCE VEHICLES
FPT
CNH INDUSTRIAL CAPITAL
4

CNH Industrial
Key Figures (31 Dec 2014) – Euro

1 company	12 brands	49 R&D Centers	64 plants	190 national markets
69.207 employees	6.100 individuals dedicated to innovation	7.518 active patents owned	€ 924 million invested in R&D	
€ 4,5 million invested in training	€ 533 million net income	€ 24.817 million revenues	€ 7.298 million total available liquidity	

Note: reported figures are not the official consolidated data under US GAAP $ since they have been translated in local currency for presentation purposes.

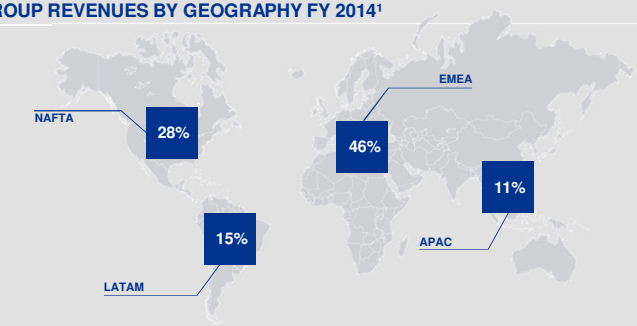
CNH Industrial
Key Figures (31 Dec 2014) – US Dollars

1 company	12 brands	49 R&D Centers	64 plants	190 national markets
69.207 employees	6.100 individuals dedicated to innovation	7.518 active patents owned	$ 1.122 million invested in R&D	
$ 6 million invested in training	$ 708 million net income	$ 32.957 million revenues	$ 8.857 million total available liquidity	

Note: all figures provided herein are on a US GAAP $ basis unless otherwise indicated.

CNH Industrial at a Glance
Key Features by Sector (FY 14)

GROUP REVENUES BY GEOGRAPHY FY 2014[1]



[1] Including financial services and after inter-company eliminations

CNH Industrial Sustainability
Among the Sustainability Leaders

MEMBER OF
Dow Jones Sustainability Indices
In Collaboration with RobecoSAM

Industry Leader in 2014 for the fifth consecutive year.

The company was also named as "Capital Goods Industry Group Leader".



"Building the **future** is an individual and collective **responsibility**.
It is the duty of every person at every level.
We have a duty to **commit** to what we are able to do,
to dedicate our individual **skills** and **talents** in uniting the best of society,
and to work together to achieve **higher objectives**."

SERGIO MARCHIONNE
CHAIRMAN





The New Holland Brand values

OUR HISTORY
Over 120 years of innovation

THE CLEAN ENERGY LEADER® STRATEGY
Sustainable efficient technology

GLOBAL PRESENCE
A 100% commitment

CLOSE TO OUR CUSTOMERS
The strongest dealer network

PRODUCTIVE TECHNOLOGY FOR ALL
The broadest product offering

11

The New Holland Brand values



OUR HISTORY

Over 120 years of innovation

12

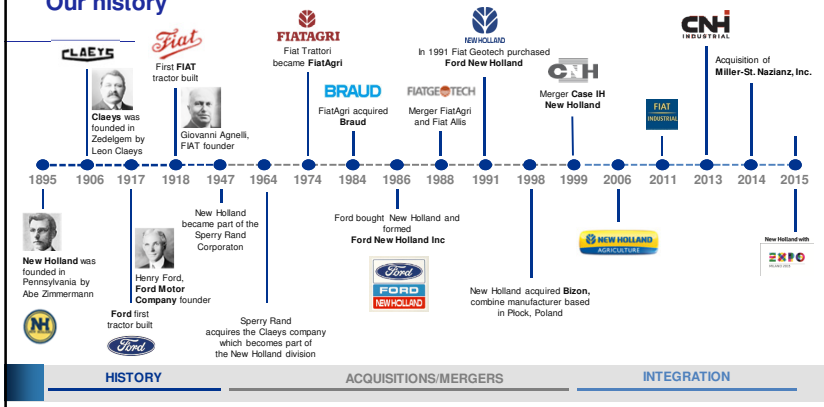
Our history

New Holland has a legacy of land pioneers, each of whom improved farmers' productivity since 1895.

Great personalities like **Abe Zimmerman, Henry Ford, Leon Claeys and Giovanni Agnelli** created companies that shared a similar DNA because all of them provided their customers with accessible technology and simple yet innovative solutions.



Our history



New Holland Agriculture at Expo Milano 2015: a milestone in our 120-year history

New Holland with EXPO MILANO 2015

The New Holland Sustainable Farm Pavilion at the Expo Milano 2015 represented the ideal celebration of our 120-year history of innovation.

- Six-month event
- 850.000 visitors
- An engaging visitor experience developed on the theme 'Feeding the Planet, Energy for Life'
- A testament to the importance of agricultural mechanization in the food supply chain and the fundamental role of our "Heroes", the farmers
- A showcase of our commitment to sustainable agriculture, responsible management of natural resources, reduction of emissions and fuel consumption, protection of the environment



The New Holland Brand values



THE CLEAN ENERGY LEADER® STRATEGY

Sustainable efficient technology

The Clean Energy Leader strategy

The New Holland Clean Energy Leader strategy is based on four key pillars:



GROWING ENERGY

BIODIESEL
BIOMASS
ETHANOL
METHANE (CNG)
THE ENERGY INDEPENDENT FARM

EFFICIENT PRODUCTIVITY

MECHANIZATION
PRECISION LAND MANAGEMENT (PLM)
INNOVATIONS
TIER 4 TECHNOLOGY – ECOBlue HI-eSCR



CLEAN ENERGY LEADER
Sustainable Efficient Technology



SUSTAINABLE FARMING

ECOBRAUD
CONSERVATION AGRICULTURE
CARBON FOOTPRINTING

COMMITTED COMPANY

PLANT CERTIFICATIONS
REMANUFACTURING
RECYCLING
NON MANUFACTURING PROCESSES
STATE OF THE ART PLANTS



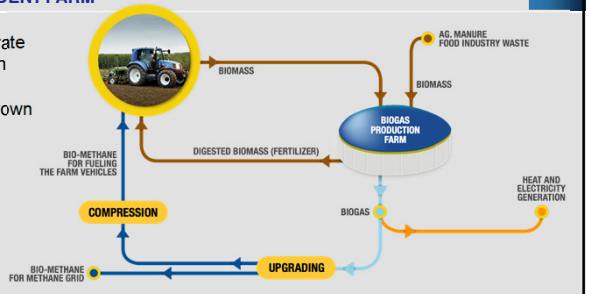
The Clean Energy Leader strategy

Growing energy

THE ENERGY INDEPENDENT FARM

The objective is to generate the energy needed to run operations and farm equipment from crops grown on the farm.





The Clean Energy Leader strategy

Growing energy

METHANE POWER TRACTOR





Main specifications

Name: **Methane Power**
Engine family: **Nef 6 Cylinder**
Methane storage: **300 litres (52kg)**
100% **Methane Powered**
Minimal visual changes:
Compared to current T6 production model

The New Holland Brand values



GLOBAL PRESENCE

A 100% commitment

Global presence

Close to our customers around the world

Turin, Italy
Global Head Quarters of New Holland
Regional Head Quarters for Europe,
Middle East and Africa Region.

Antwerp, Belgium
Production of components, home of the Auto Command™ continuously variable transmission.

Basildon, UK
Production of medium and high horsepower tractors, home of the multi-award winning T7 tractor range.

Coex, France
Centre of Excellence for Grape Harvesters
Production of grape harvesters.

Croix, France
Production of components, including the Horizon™ and Harvest Suite™ Cab.

Jesi, Italy
Production of speciality and low horsepower tractors.

Lecce, Italy
Production of telehandlers,
wheel loaders, compact wheel loaders, backhoe loaders.

Modena, Italy
Production of components.

San Mauro Torinese, Italy
Production of mini excavators.

Plock, Poland
Production of combines, Roll-Belt baler and headers.

Zedelgem, Belgium
Centre of Excellence for Harvesting products
Production facility for flagship harvesting products including the CR range of Twin Rotor™ combines, the FR forage harvester,
CX conventional combines and the BigBaler range of large square balers.

New Holland, Pennsylvania, USA
Centre of Excellence for Hay tools
Regional Head Quarters for North America
Birth place of the New Holland Machinery Company in 1895.
Production of Hay and Forage applications.

Fargo, North Dakota, USA
Production of articulated tractors (T9).

Grand Island, Nebraska, USA
Production of harvesting equipment.

Racine, Wisconsin, USA
Production of high horsepower tractors (T8) and components.

St. Nazianz, Wisconsin, USA
Production of self-propelled sprayers.

Wichita, Kansas, USA
Production of skid steer loaders.

Saskatoon, Canada
Production of large planting and seeding equipment.

Curitiba, Brazil
Centre of Excellence for Tractors and Combines
Regional Head Quarters for Latin America
Production of tractors and harvesting equipment for Latin America

Cordoba, Argentina
Production of CR combines, T7 and speciality tractors for the domestic market.

Sorocaba, Brazil
Production of the CR combine range for the Latin American region.

Piracicaba, Brazil
Production of the Defensor sprayer for Latin American markets

Queretaro, Mexico
Production of tractors and components.

Lugano, Switzerland
Regional Headquarters
for the Asia Pacific Region

Ankara, Turkey
Production of tractors, engines and components.

Erenler, Turkey
Joint venture with Koç Holding for the production of tractors for the domestic and export markets.

Harbin, China
Production of high horsepower tractors, balers and implements.

Naberezhnye Chelny, Russia
Production of tractors and combines for the domestic market and export.

New Delhi, India
Production of tractors, engines and other components.

Dera Ghazi Khan, Pakistan
Production of tractors.

Tashkent, Uzbekistan
Production of tractors.

The New Holland Brand values



CLOSE TO OUR CUSTOMERS

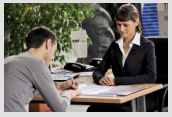
The strongest dealer network

The strongest dealer network

2,000 dealers in 170 countries around the world

Our distribution network ensures our customers around the world receive the purchasing advice, products and services they need to guarantee the success of their farming business.





CNH INDUSTRIAL CAPITAL
CNH Industrial Capital offers you specialist advice and tailored finance packages.

CNH INDUSTRIAL PARTS & SERVICE
All New Holland official dealers stock a full range of parts for rapid delivery and reduced downtime.

NEW HOLLAND TOP SERVICE
For ultimate peace of mind, Top Service offers you around the clock assistance and express parts delivery with a 100% total satisfaction guarantee.

The New Holland Brand values



PRODUCTIVE TECHNOLOGY FOR ALL

The broadest product offering

The broadest product offering

The farming specialist



25

Our products



High horsepower tractors

The T7, T8 and T9 ranges rewrite the rule book of large scale agriculture and offer a unique, no-compromise solution by delivering pulling performance, manoeuvrability and transport stability. Exactly what you need for your farming future.

26

Our products

Mid range tractors



T4 PowerStar, T4, TD5, T5 and T6 ranges have been conceived, designed and built with true versatility in mind, since they can effectively perform the widest variety of agricultural and livestock farming operations, including field, yard, loader and transport works, always delivering top operator's comfort and maximum productivity.

27

Our products



Compact tractors and utility vehicles

A complete range of rugged, dependable and easy to use products, small in dimensions but big in performance, dedicated to fulfill the needs of small farms, groundcare professionals, municipal users, large real estates, golf courses and sport grounds.

28

Our products

Speciality comes as standard



Pioneering specialist machinery is a key part of New Holland's DNA. From vegetable gardens to orchards, vineyards and olive groves, with New Holland you'll be sure to find your perfect solution for any terrain, crop and condition.



Our products



Harvesting from the specialists

Always at the forefront of harvesting technology, New Holland introduced pioneering industry-firsts that have revolutionised the way you harvest today, such as Europe's first self propelled combine and Twin Rotor™ combine.
The entire harvesting range fully satisfies the needs of even the most demanding operators, for whom efficiency and productivity in all crops and terrains is a prerequisite.



Our products

Harvesting from the specialists



The latest generation of FRs represents the pinnacle of forage harvesting technology.
In 1961, New Holland revolutionised the world of forage harvesting with the model SP818.
Today, over half a century later, the FR range provide today's high output contractors and cooperatives with the productivity, efficiency and reliability they require.

Our products



Square balers

World renowned as market leaders and featuring a series of innovative, awarded and exclusive technologies, New Holland big square balers are able to produce large amounts of perfectly shaped bales, with a choice of densities and dimensions to satisfy the specific needs of any use: bedding, feeding and energy production.

Our products

Round balers



New Holland has been at the forefront of round baler innovation for 40 years. The range includes the variable chamber Roll-Belt™ series and fixed chamber Roll Balers, which are also available in a Combi version for single pass baling and wrapping; they are the preferred choice of livestock and mixed farmers, together with demanding contractors who operate in challenging conditions. Thanks to the introduction of a string of pioneering firsts that have revolutionised baling operations, New Holland round balers firmly lead the way, producing perfectly shaped bales, field after field and season after season.

Our products



Material handling equipment

New Holland telehandlers and front loaders offer customers a powerful, precise and versatile solution to manage any crop and material thanks to oustanding lifting and reach performances and through the capability to operate a wide variety of specialist tools.



Our products

Hay tools



New Holland has everything you need for haying activities: the widest range of mower-conditioners, self-propelled windrowers, disc and sicklebar mowers, rotary and wheel rakes, tedders and forage blowers. Whether you make hay to feed your livestock or if you produce hay as a cash crop, New Holland has a range of equipment solutions to meet your needs.



Our products



Sprayers

New Holland Rear Boom and Front Boom sprayers provide dependable performance, accurate spraying and load stability, even in challenging field conditions. Comfortable and easy control matched with rugged construction, enables efficient and precise application, enhanced productivity and higher returns on investments.

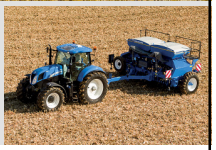


Our products

Planting and seeding



The New Holland range of planters and seeding equipment features industry-leading technology to deliver uniform seed placement, even greater reliability, low maintenance and reduced soil disturbance together with excellent trash penetration, in all types of challenging terrain.



Our products



Construction equipment

The New Holland Construction range can utilize a variety of specialist, purpose-made attachments to use in a wide range of agricultural applications.

New Holland dealers can also offer further accessories to match more specific demands and have the knowledge and expertise to help ensure you make the right choices. What always stays the same is New Holland's commitment to operator comfort and safety, strict adherence to best environmental practice, optimized performance and reduced whole life operating costs.

Precision Land Management



Farm with precision with New Holland

New Holland offers a full range of complete guidance solutions that can be tailored to suit your individual needs and can be used on any machine!

Intuitive, user-friendly interfaces mean you can use guidance with confidence and Precision Land Management software enables you to download and analyse yield data to fine tune inputs and reduce costs.

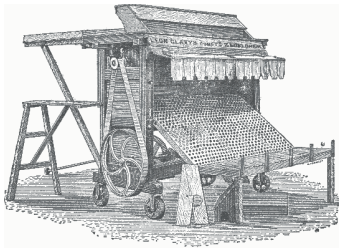
PLM PRECISION LAND MANAGEMENT



Zedelgem history

1906: Foundation by Leon Claeys

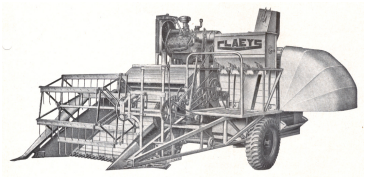




Zedelgem history



1906 – 1952:
stationary threshing machines



1948:
pull-type combine harvester

Zedelgem history

In 1952 Claeys launches
the first European self-propelled
combine harvester



Zedelgem history

1964 Sperry Rand Corporation purchases a major interest in Clayson, at that time one of the largest combine manufacturers in Europe.

1986 Ford Motor Company acquires Sperry New Holland, merges it with Ford Tractor Operations: Ford New Holland

1991 Fiat acquires Ford New Holland Inc. and merges it with FiatGeotech to form New Holland

1999 Fiat acquires the Case Corporation and merges it with New Holland to form CNH

2013 CNH Industrial N.V., a result of the mergers of Fiat Industrial S.p.A. and CNH Global N.V

Zedelgem history

The steps of success

From the first European self-propelled to the largest combine harvester in the world





Zedelgem today

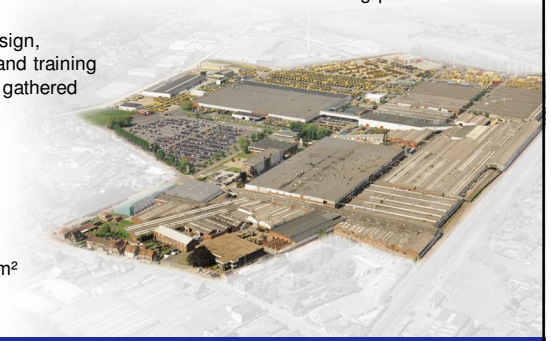
New Holland's worldwide CENTRE OF EXCELLENCE for harvesting products

This means the expert in design, development, manufacture and training of harvesting equipment, all gathered in one location.

2800 employees

Total surface: 360.357 m²

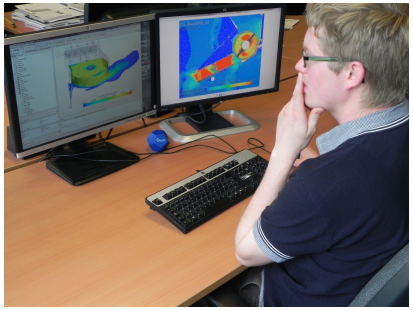
Surface buildings: 156.616 m²



Zedelgem today: Centre of Excellence

Product development, Engineering

- Over 100 year of engineering know how
- Plant with the most patents
- Customers needs translated into solutions
- Virtual room for simulations on products and manufacturing techniques
- Stationary threshing tests all through the year
- Test track
- Field tests all over the world



Zedelgem today: Centre of Excellence

A World Class Manufacturing plant (WCM)

A programme based on the best Japanese production techniques.

The target:
- Zero quality defects
- Zero failures
- Reduction of inventories
- Just in time delivery

The benefits:
- Industry-leading quality
- Competitive pricing
- Absolute flexibility
- Meeting customer's needs



Sense of responsibility and constant search for improvement are expected from every single employee.

Zedelgem today: Centre of Excellence

Here we pass our knowledge on to our dealer technicians to become harvesting product specialists. In this way our customer is assured of the best possible service at his local dealership.

State of the art classrooms allow operating harvesters in an adjacent practical room.



Zedelgem today

Products developed and built



Zedelgem today: products developed and built

CX7 CX8 combines

CX7.80
CX7.90
CX8.70
CX8.80
CX8.85
CX8.90

ECOBlue



Threshing and Separation: Conventional

Zedelgem today: products developed and built





	CX7.80	CX7.90	CX8.70	CX8.80	CX8.85	CX8.90
Grain Header Widths (m)	4,75 - 7,32	4,75 - 7,32	5,19 - 9,15	6,10 - 10,67	7,32 - 12,50	7,32 - 12,50
Straw Walkers	5	5	6	6	6	6
Max. Engine Power	FPT	FPT	FPT	FPT	FPT	FPT
at 2000 RPM	Cursor 9	Cursor 9	Cursor 9	Cursor 9	Cursor 9	Cursor 10
SCR EcoBlue	340 hp	374 hp	374 hp	401 hp	449 hp	490 hp
Grain Tank Capacity (litres)	9000	10000	9500/11500	11500	12500	12500

Zedelgem today: products developed and built

CX5000 CX6000 Elevation

CX5080 Elevation
CX5090 Elevation
CX6080 Elevation
CX6090 Elevation



ECOBlue

Threshing and Separation: Conventional

Zedelgem today: products developed and built





	CX5080 Elevation	CX5090 Elevation	CX6080 Elevation	CX6090 Elevation
Grain Header Widths (m)	3,99 - 7,32	4,57 - 7,32	5,18 - 9,15	6,10 - 9,15
Straw Walkers	5	5	6	6
Max. Engine Power at 2000 RPM , SCR EcoBlue	NEF 258 hp	NEF 300 hp	NEF 300 hp	Cursor 9 333 hp
Grain Tank Capacity (litres)				
Standard	8300	8300	9300	9300
Lateral		8300		9300
Hillside		7300		

Zedelgem today: products developed and built

CR combines

CR 7.90
CR 8.80
CR 8.90
CR 9.80
CR 9.90
CR 10.90



ECOBlue

Threshing and Separation: Rotary

Zedelgem today: products developed and built




	CR 7.90	CR 8.80	CR8.90	CR9.80	CR9.90	CR 10.90
Max. Engine Power at 2000 RPM, SCR EcoBlue	FPT Cursor 9* 449 hp	FPT Cursor 10* 490 hp	FPT Cursor 11* 517 hp	FPT Cursor 13* 571 hp	FPT Cursor 13* 571 hp	FPT Cursor 16* 653 hp
Grain Tank Capacity (litres)	9500/11500	12500	12500	12500	14500	14500
Harvest Suite™ Ultra cab glass area 6,3 m²						

Zedelgem today: products developed

TC combines

TC 4.90
TC 5.70
TC 5.80
TC 5.90



ECOBlue

Threshing and Separation: Conventional

Zedelgem today: products developed





	TC4.90	TC5.70	TC5.80	TC5.90
Grain Header Widths (m)	3,99 - 7,32	4,57 - 7,32	5,18 - 9,15	6,10 - 9,15
Straw Walkers	4	5	5	5
Max. Engine Power at 2000 RPM , SCR EcoBlue	NEF 175 hp	NEF 175 hp	NEF 227 hp	NEF 258 hp
Grain Tank Capacity (litres)				
Standard	5000	5200	6400	6400
Hillside			5200	

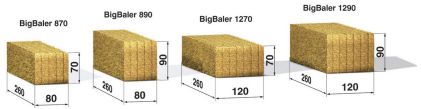
Zedelgem today: products developed and built

BigBaler
Large rectangular balers

BB870
BB890
BB1270
BB1290



Zedelgem today: products developed and built

Bale Dimensions	BB870	BB890	BB1270	BB1290
Width (cm)	80	80	120	120
Height (cm)	70	90	70	90
Min/Max length (cm)	100/260	100/260	100/260	100/260

Zedelgem today: products developed and built

FR FORAGE CRUISER
self-propelled forage harvester

FR480
FR550
FR650
FR780
FR850



Zedelgem today: products developed and built





	FR480	FR550	FR650	FR780	FR850
Max. Engine Power at 2000 RPM, SCR EcoBlue	FPT Cursor 13* 476 hp	FPT Cursor 13* 544 hp	FPT Cursor 16* 653 hp	FPT Cursor 16* 775 hp	FPT Vector 20* 824 hp
Cutterhead cylinder type	V-shaped with 2 rows of knives				
Cutterhead frame width	900mm				
Cutterhead diameter (max/min)	710mm / 690mm				

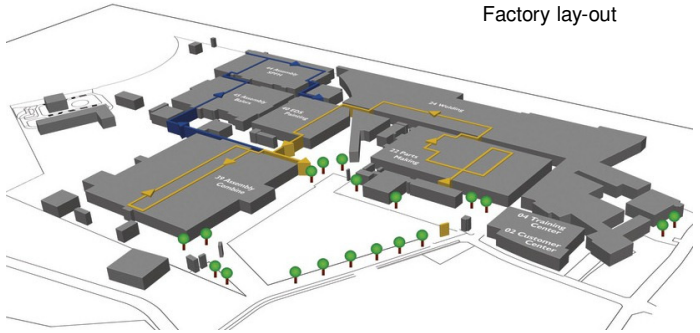
Zedelgem today: plant tour

Plant tour directives



Zedelgem today: plant tour

Factory lay-out



Zedelgem today: plant tour



Headphones



Safety Glasses mandatory



Stay within the yellow lines, use the small doors and do not touch components



No photography
No video
No smoking



Take a visitor jacket
Sizes: M, L, XL, XXL

NEW HOLLAND INVITES YOU TO ENJOY YOUR PLANT TOUR

