

St. Valentin, September 1st 2017

CNH Industrial and Case IH & STEYR announce EMEA region developments in management of agricultural brands

A change of the EMEA senior management position of Case IH & STEYR has been announced by CNH Industrial's agricultural business.



PRESS RELEASE

Matthew Foster has been Vice-President Case IH and STEYR EMEA for the past seven years, representing both brands across Europe, Middle East and Africa markets. During this time he has successfully led the business through significant challenges, introduced innovative tractors leading the high-horsepower tractor segment and steered product improvements to make the Axial Flow more closely aligned to EMEA farmers' requirements.

Meanwhile, Matthew has also helped strengthen the brand's dealer and importer network across the region. He has worked to appoint new importers and dealers across a number of countries, and as a result has helped Case IH to grow its network and its sales.

In his new role, Matthew will be in charge of commercial development for all of CNH Industrial's agricultural brands in the EMEA region, and his remit will be to enhance new and existing systems, processes and solutions to further grow the company's business.

Replacing Matthew as Vice-President Case IH and STEYR EMEA is Thierry Panadero, who joins CNH Industrial from outside with more than 17 years of experience gained from working with Claas, the tractor, combine and forage equipment maker. From 2011 to 2014 he was CEO Claas France, and in April 2014 he became CEO global sales Western Europe, managing 1,500 employees and a business with an approximate turnover of €1.5bn, generated across ten countries by four sales companies and four importers.

“We would like to thank Matthew for his excellent work over the past 7 years in helping to develop the Case IH & STEYR business across Europe, Middle East and Africa markets,” says Andreas Klauser, Brand President Case IH and STEYR

“At the same time, we would like to wish him all the best in his new role, and we are pleased to retain his expertise within the CNH Industrial agricultural business.

“Equally, we would like to welcome Thierry to Case IH and STEYR. He has extensive experience in the agricultural sector, and I am sure he will continue to build on the progress we have made and further develop our business and presence in the region.”

Press releases and photos: <http://mediacentre.caseiheurope.com>

Case IH and Steyr are brands of CNH Industrial N.V., a world leader in capital goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.

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