

CNH Industrial Contributes to Philippines Relief Efforts

CNH Industrial has partnered with the United Nations Development Programme (UNDP) in the Philippines to make a concerted contribution to the international relief efforts with the provision of construction equipment and tractors for the extensive cleanup and rebuilding operations in the affected areas. In addition, the company is coordinating the collection of donations from its employees and has pledged to match their contributions to double the funds raised in support of the victims of Typhoon Haiyan.

Lugano, December 10, 2013

CNH Industrial, working with its distributors in the Philippines, has made arrangements to provide equipment to the United Nations relief operations based in Tacloban, in the province of Leyte, which was hit hardest by Typhoon Haiyan on November 8.

The fleet of five machines, a New Holland Construction B115B and a Case 580SN backhoe loaders, a Case SR150 skid steer loader, and New Holland Agriculture TD5.90 and Case IH JX95 tractors, both fitted with dozing blades, is already in the Philippines and is being transported by the company's local distributors to the United Nations' Tacloban site. The equipment is supplied with operators, and will remain in the region to support relief operations as long as it will be needed.

The provision of essential services such as water, sanitation and shelter remain among the immediate life-saving needs in the wake of the devastation wreaked by Typhoon Haiyan that has claimed more than 5,900 lives and affected about 12.2 million people, of which about 4 million have been displaced from their homes, according to the latest Government estimates as of December 9. The equipment provided by CNH Industrial will contribute to the cleanup and building operations aiming to address these critical issues.

The machines will be used in a first phase to clear up debris in Tacloban, then will be moved to other devastated areas in the Leyte and Samar provinces. They will complement the recently launched UNDP's cash-for-work program, which provides a much needed source of income to the local population involved in removing debris and opening access routes for humanitarian supplies.

CNH Industrial has also launched an appeal for donations among its employees, pledging to match their contributions dollar-for-dollar to double the total funds raised in support of the United Nations relief program. The funds raised will help finance the UNDP's cash-for-work program.

PRESS RELEASE

“We know how critical it is to provide shelter in safe and sanitary conditions in the aftermath of such a devastating disaster,” said Stefano Pampalone, CNH Industrial Chief Operating Officer for the Asia Pacific region. “The challenges in doing this are immense, and for this reason we have decided to channel our aid through the United Nations, to make a concerted and effective contribution to the international relief efforts with our equipment and drivers, and with the donation of the funds raised within our organization.”