

## **CNH Industrial Ready to Market Construction Equipment Brands Directly in South East Asia**

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PRESS RELEASE

CNH Industrial announced today that it is ready to resume marketing and distributing its construction equipment brands in South East Asia and Taiwan, through its affiliate CNHI International, taking over from Kobelco. This follows the changes in the agreement between CNH (now CNH Industrial, after the merger of CNH and Fiat Industrial) and Kobelco Construction Machinery.

The companies signed the agreement transferring direct control and full management of the Case Construction Equipment and New Holland Construction distribution networks in these markets to the newly formed CNH Industrial. Through its established networks of 20 dealers and over 160 outlets, CNH Industrial will offer the full Case Construction Equipment and New Holland Construction light and heavy equipment lines.

CNH Industrial also announced the opening of a new Regional Hub in Singapore, which will provide services and support, creating a strong local presence for the Company's construction equipment business in South East Asia and Taiwan.

Michele Lombardi, who has been appointed Head of Construction Equipment business for South East Asia and Taiwan, will lead the team in providing services and support to the distribution networks and customers in the region for sales, marketing, after sales service, logistics and spare parts activities.

He commented: "We are very excited about returning to marketing directly our products and services in the region after 10 years. This move fits within CNH Industrial's strategy aiming to bring us closer to our markets, which will enable us to extend to our customers in this area the full benefits of the powerful resources of our Group."

Construction businesses in the region will be able to count on well established dealer networks to provide the two brands' full product lines backed by the powerful technological, manufacturing and support resources of CNH Industrial.