

## **CNH Industrial's new Electrification Center in Detroit, USA**

*Building capabilities and staying at the forefront of an important energy shift*

London, December 12, 2022

CNH Industrial announced during its Tech Day in Phoenix, Arizona, USA, that it has opened a new technical center in the Detroit Metro area of Michigan, USA. Designed to support our growing innovation in electrification, the center will enhance CNH Industrial's technology capabilities. This is facilitated by its proximity to a nationwide hub for electrification OEMs and suppliers.

*"This new location underlines our commitment to growing our electric vehicle and subsystem profile, and marks yet another milestone after successfully expanding our in-house team,"* said **Marc Kermisch, Chief Digital and Information Officer and ad interim Chief Technology & Quality Officer, CNH Industrial**. "Under one roof our team can now leverage cross-functional and cross-sector expertise at both component and machine level. The result sees us becoming more customer-focused and building mission-fit electrified drivetrains and high voltage systems."

### **Expanding our electric footprint**

This new site will complement and partner with the Company's existing electrification site in San Matteo, Modena, Italy. Together, they will further our leading position in alternative propulsion – built on over 15 years of R&D experience and commercially available products.

The Detroit Tech Center positions CNH Industrial alongside external thought leaders and gamechangers to accelerate innovation and deliver new use cases and applications in Agriculture and Construction.

*"As an employer we are investing in talented and motivated people who augment our in-house electrification capabilities,"* said **Kevin Barr, Chief Human Resource Officer, CNH Industrial**. "This new hub means we can tap into a unique talent pool who will change the face of agriculture in the years to come."

**CNH Industrial** (NYSE: CNHI / MI: CNHI) is a world-class equipment and services company. Driven by its purpose of *Breaking New Ground*, which centers on Innovation, Sustainability and Productivity, the Company provides the strategic direction, R&D capabilities, and investments that enable the success of its global and regional Brands. Globally, **Case IH** and **New Holland Agriculture** supply 360° agriculture applications from machines to implements and the digital technologies that enhance them; and **CASE** and **New Holland Construction Equipment** deliver a full lineup of construction products that make the industry more productive. The Company's regionally focused Brands include: **STEYR**, for agricultural tractors; **Raven**, a leader in digital agriculture, precision technology and the development of autonomous systems; **Flexi-Coil**, specializing in tillage and seeding systems; **Miller**, manufacturing application equipment; **Kongsilde**, providing tillage, seeding and hay & forage implements; and **Eurocomach**, producing a wide range of mini and midi excavators for the construction sector, including electric solutions.

Across a history spanning over two centuries, CNH Industrial has always been a pioneer in its sectors and continues to passionately innovate and drive customer efficiency and success. As a truly global company, CNH Industrial's 37,000+ employees form part of a diverse and inclusive workplace, focused on empowering customers to grow, and build, a better world.

For more information and the latest financial and sustainability reports visit: [cnhindustrial.com](http://cnhindustrial.com)

For news from CNH Industrial and its Brands visit: [media.cnhindustrial.com](http://media.cnhindustrial.com)

**Media contacts:**

Rebecca Fabian

North America

Tel. +1 312 515 2249

[mediarelations@cnhind.com](mailto:mediarelations@cnhind.com)

Anna Angelini

United Kingdom

Tel. +44 (0)7725 826 007