

STEYR wins iF DESIGN AWARD for Terrus CVT tractor

London, May 24, 2022

STEYR®, a regional agricultural tractor brand of CNH Industrial (NYSE: CNHI / MI: CNHI), won the prestigious iF DESIGN AWARD for its Terrus CVT Tractor, the latest in a series of accolades for this machine.

Founded in 1953, iF Design has become a global symbol of excellence in design and its annual awards are highly esteemed. The iF seal is granted to products that blend innovative style and aesthetics with enhanced functionality to benefit customers while raising the profile of the design community.

STEYR won in the Product Design category for its new Terrus CVT tractor, produced at the brand's St. Valentin manufacturing facility. It is a perfect combination of function and form, blending a bold and rugged exterior design with a premium interior focused on operator comfort and ergonomics. The cab has been restructured to create a better working environment and now serves as a 'command center' in which style has purpose. The design of the controls makes tractor operation more intuitive, efficient, and productive.

The iF DESIGN AWARD is further recognition of the outstanding work carried out by the CNH Industrial Design team in creating machines that blend customer-focused style with product quality, capability, efficiency, and sustainability.



PRESS RELEASE

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

For news from CNH Industrial and its Brands visit: media.cnhindustrial.com

Media contacts:

Rebecca Fabian

North America

Tel. +1 312 515 2249

mediarelations@cnhind.com

Anna Angelini

United Kingdom

Tel. +44 (0)7725 826 007

**Breaking
New Ground**

Innovation Sustainability Productivity