

## **Behind the Wheel: CNH Industrial electrifies the construction industry with “ProjectZeus”**

*The latest Behind the Wheel webisode features the launch of CASE Construction Equipment’s “ProjectZeus” – the 580 EV is the construction industry’s first fully electric backhoe loader. Watch this innovative machine being put through its paces at: [cnhindustrial.com/projectzeus\\_eng](https://cnhindustrial.com/projectzeus_eng)*

London, July 16, 2020

CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) is continuously pushing the boundaries of what is possible with clean energy and alternative fuel solutions. The Company offers a wide portfolio of alternative propulsion systems and is committed to environmentally friendly and economically sustainable solutions. “ProjectZeus”, the CASE 580 EV (Electric Vehicle), is the construction industry’s first fully electric backhoe loader and a prime example of this commitment.

The latest CNH Industrial Behind the Wheel webisode introduces viewers to this practical innovation from its CASE Construction Equipment brand.

As electrified construction equipment is gaining ever more momentum, the 580 EV offers customers a powerful alternative to lower their total carbon footprint. The 580 EV’s performance matches a standard CASE backhoe in terms of power and performance, with the additional advantages of an electrified machine. It brings unique benefits for urban environments, most notable noise and emission reduction, making it attractive to utility contractors and government and municipal operations that are incentivized to run equipment with alternative fuel sources.

The 580 EV is powered by a 480-volt, 90-kilowatt-hour lithium-ion battery pack that can be charged by any 220-volt/three-phase connection. While applications will vary, each charge will support most common eight-hour workdays.

To find out more about how “ProjectZeus” has electrified the construction industry go to the webisode at: [cnhindustrial.com/projectzeus\\_eng](https://cnhindustrial.com/projectzeus_eng)

***CNH Industrial N.V.** (NYSE: CNHI /MI: CNHI) is a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. Each of the individual brands belonging to the Company is a major international force in its specific industrial sector: Case IH, New Holland Agriculture and Steyr for tractors and agricultural machinery; Case and New Holland Construction for earth moving equipment; Iveco for commercial vehicles; Iveco Bus and Heuliez Bus for buses and coaches; Iveco Astra for quarry and construction vehicles; Magirus for firefighting vehicles; Iveco Defence Vehicles for defence and civil protection; and FPT Industrial for engines and transmissions. More information can be found on the corporate website: [www.cnhindustrial.com](http://www.cnhindustrial.com)*

**Sign up for corporate news alerts from the CNH Industrial Newsroom:**

[bit.ly/media-cnhindustrial-subscribe](http://bit.ly/media-cnhindustrial-subscribe)

**Media contact:**

Laura Overall  
Corporate Communications Manager  
CNH Industrial  
Tel. +44 (0)2077 660 338  
E-mail: [mediarelations@cnhind.com](mailto:mediarelations@cnhind.com)  
[www.cnhindustrial.com](http://www.cnhindustrial.com)