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For Immediate Release

**CNH INDUSTRIAL SUPPORTS
CHICAGO CHILDREN'S MUSEUM'S SKYLINE EXHIBIT**

CNH Industrial's continued support helps museum expose children and families to principles of construction and engineering

CHICAGO, July 29, 2014 – Chicago Children's Museum (CCM) is pleased to announce CNH Industrial as an ongoing supporter for the *Skyline* exhibit. Since 2008, CNH Industrial has helped introduce principles of construction and engineering to nearly 2,800,000 children and families through this exhibit.

"We are deeply grateful to CNH Industrial," said CCM President and CEO Jennifer Farrington. "This is a robust partnership, and their support of the *Skyline* exhibit allows children access to real construction tools and equipment used on job sites, so they can experience the entire building process."

Skyline opened in 2007 and today is one of the museum's most popular exhibits. It focuses specifically on construction and engineering, and how families can work together to accomplish their goals. CCM is committed to incorporating science, technology, engineering and math (STEM) concepts into exhibits and activities. *Skyline* inspires the creativity and passion of a new generation of engineers and builders. Initial funding for the exhibit was provided by the National Science Foundation, and *Skyline* is consistently recognized in the field as a premier interactive exhibit. It was awarded the American Association of Museums Achievement Award in 2007.

"We recognize the importance of play and education in children, especially when it comes to nurturing STEM skills," said Ann Daane, CNH Industrial Vice President of Human Resources for North America. "CNH Industrial is proud of the *Skyline* exhibit because it gives children an opportunity to design and build their own structures in a fun and safe environment using real tools and gear, including an actual skid steer loader from one of our construction brands, Case Construction Equipment."

In *Skyline*, visitors can design structures using authentic tools, and discover how imagination and cooperation are just as important as the math, science and engineering needed to create some of Chicago's tallest buildings. The exhibit also incorporates computer technology into the building experience, so that visitors can document their building process and reflect on what they learned back at home or in the classroom via the Internet.

In 2011, CNH Industrial donated a skid steer loader, allowing children to "drive" a

genuine piece of construction equipment. CCM's exhibit team worked closely with CNH Industrial's construction experts to safely modify and install the skid steer. This piece has been a significant enhancement to the exhibit and is a favorite of children and adults. It is an important icon of the *Skyline* exhibit and CNH Industrial's support of the museum.

About Chicago Children's Museum

The mission of Chicago Children's Museum is to improve children's lives by creating a community where play and learning connect. CCM is the only cultural institution in the city dedicated to young children and the important adults in their lives. Playful experiences, including more than 15 interactive exhibits, tap into how kids learn, and engage them at an early age so they develop a lifelong love of learning. Located at Navy Pier, Chicago's number one attraction at 700 E. Grand Ave., CCM is the final stop for CTA buses #29, #65, #66 and #124. For more information, please visit www.ChicagoChildrensMuseum.org.

About CNH Industrial

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 Group 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 defense and civil protection; and FPT Industrial for engines and transmissions. More information can be found on the corporate website: www.cnhindustrial.com

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