**CASE appoints new Brand President**

Turin, 14 September, 2016

CASE Construction Equipment announced the appointment of Carl Gustaf Göransson as Brand President for CNH Industrial’s Construction Equipment businesses and President, Construction Equipment Products Segment. Mr Göransson will also become a member of the Group Executive Council (GEC), the highest executive decision-making body within CNH Industrial outside of its Board of Directors.

Mr. Göransson takes over in these roles from Richard Tobin, CEO of CNH Industrial, who has been managing the company’s construction equipment businesses ad interim.

Carl Gustaf Göransson joins CNH Industrial with more than 25 years’ experience in the construction equipment industry, in roles of increasing importance within Volvo Construction Equipment and most recently Cargotec Corporation, where he served as Senior Vice President Sales, Markets and Services for the Hiab brand.

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*CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 loader/backhoes, excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders and rough-terrain forklifts. Through CASE dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at* [*www.CASEce.com*](http://www.CASEce.com)*.*

*CASE Construction Equipment is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at* [*www.cnhindustrial.com*](http://www.cnhindustrial.com).

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