Dear Colleagues,

It is a great pleasure for me to introduce the Sixth edition of Big. This dynamic and innovative Magazine brings you interesting articles concerning exciting events, that have been happening at the Industrial Village, the flagship of CNH Industrial!

In this edition, we highlight the CNH Industrial EMEA Training Centre and an overview of the huge number of local, European, International Institutional delegations and guests of last year.

Spotlight on the “Village in Festa”, which took place on Sunday 23rd October 2016. This event attracted 6,000 visitors and is considered one of the crowning moments in the Turinese program of events open to the public.

This edition offers an article dedicated to the product with the NEW DAILY EURO6 and the STRALIS XP. We also have an interview with Silvia Savini, the Events Manager of the Industrial Village, together with a slideshow of events during 2016.

Enjoy reading this issue
“The art to achieve the impossible” - presented by Walter Rolfo - a workshop with a development process based on many years of research in the field of perception and neurological science. An entertainment that goes beyond the show, discovering the mysteries of mind and perception. During the session, the audience was transported in a dimension where they had to bring into question their capacity to perceive reality as they were used to do. The performance wasn’t limited to the traditional juggling but was extended to mentalism and demonstrations of things considered impossible. The format, re-designed and studied for the CNH Industrial employees, enabled the public to relive the direct experience of illusion and marvel!

Within the framework of the event dedicated to the clients, that was attended by 2,000 participants, following to the meeting of in-depth study of the characteristics and services of the vehicles Iveco New Daily E6 Business Instinct - the best partner for the customer’s business development - and the new Stralis XP, TCO2 Champion in long distance transport, 70 customers and potential clients made a Test drive of the above named vehicles. Finally, 500 guests took part of the mental coaching of Walter Rolfo “The art to achieve the impossible”.

Friday 21st October 2016

Workshop dedicated to CNH Industrial Employees

Saturday 22nd October 2016

An Initiative Targeting Clients
The fourth edition of "Village in Festa", took place on Sunday 23rd October 2016 at the Industrial Village, and hosted more than 6,000 visitors: not just a number but great interest and participation made of this event one of the most wonderful realities of the turinese calendar of public events, sponsored by the City of Turin, dedicated to all citizens!

Confirmed success for the event: the second Art and Craft festival - 25 artisans associated to CNA exposed in the fashion and furniture sector. Replication on the track for the test drive with Daily Euro 6 and Stralis XP.

The event closed with the «Magic Gran Galà» presented by Walter Rolfo and the participation of Walter Maffei, Didi Marzilli of Zelig, the Matyushenko from Italian's got talent and many other guests for a charity show, entrance free, that was able to collect 2,800 Euro. The whole sum will be donated to Fondazione Forma (children's hospital Regina Margherita) and dedicated to the purchase of an instrument for pediatric transesophageal electrostimolation.

The "Village in Festa" had confirmed to be a true example of how an initiative, which includes many realities can be transformed into a magical day of aggregation and solidarity full of fun!
Gianfranco Zucca, manager of the Technical Training EMEA of CNH Industrial, explains the objective of training with passion, enthusiasm, and professionalism!

**Focus on Technical Training**

“The training that we offer to the network is complete, homogeneous, and flexible, as far as it respects the peculiarity of every professional figure of the assistance network of the market. The whole training process is supported by a platform: the Web Academy, messages, information about the courses, contents, registrations, online courses, and certifications. Recently, we introduced the methodology of the virtual classroom: a virtual class which allows to handle in a synchronous way the lessons and the ‘live’ confrontation with the teacher, sharing a training phase at distance; in this way the technicians aren’t obliged to travel but are able to assist to the lessons at the dealership.”

**Going Into Details**

“Behind every single course there is an individual training plan that leads all the dealership’s employees towards the development of specific competences for their task. We introduced the new concept of job role: firstly it is necessary to understand who are the people that work in the workshops, how is their internal organization, then their roles are going to established. There are the technical figures with their different and specific competences, as engine, transmission electrical system, brakes, DEEC, and ANS24, and the technical-professional, or better the service manager, the workshop manager, the service advisor and the warranty specialist. For all this roles we have mapped out the competences they should have and tailored in accordance the courses and certifications for each of them.”

**The Methodical Approach**

“First, I have to say that there are two types of approach: the traditional one – in this case the courses are held in the classroom and then in the workshop – and the one where we use the most modern technologies, that means on-line courses. As far as the methods for the supply of information are in continuous evolution, we prefer to adopt new ways with the aim to homogenise the operational modus on international level. In that way we can reduce theory to the only on-line courses and we sensitize the network to adopt a more concrete strategy, so to say “learning by doing”. During the lessons we have to transmit not only theoretical but also practical information: in fact the structure is provided with classrooms and workshops, which are connected. Our aim is to focus on a 50% of the course on practical exercises as diagnosis and repair, which take place in the workshop, consequently the number of participants has to be reduced to 12 people.”

**The Teachers**

“We use a pool of 120 people, distributed in all the EMEA region: 90 of them are CNH Industrial qualified trainers covering all the Business Lines and the remaining are professionals specialized in management and administration.”

**How to Get in Contact With Unetversity**

For information about the whole training offer you may visit the website: [http://lmscnhi-cv.cnhind.com](http://lmscnhi-cv.cnhind.com) (IVeCo and IVeCo Bus) or [http://lmscnhi-agce.cnhind.com](http://lmscnhi-agce.cnhind.com) (Case Ih, Case Ce, New Holland Agriculture)

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As a response to the many needs for a technical training in a global context, which highlights the growing technical, diagnostic and repairing competences of the assistance network, CNH Industrial offers a training opportunity for its own network employees with the help of a center of excellence: the Unetversity.

The Unetversity is a highly specialized facility for the training of all the professional figures that are present in the dealership. Throughout initiatives, which are personalized and fitting for the context of the home market Unetversity foresees a training instrument in accordance to the brand strategies, which is elementary for the development of their success. All the training courses are using advanced didactic methods that enable the transformation of knowledge and personal attitudes into excellent performances.
In the context of the Industrial Village, my professional figure can be described as a kind of “communication lever,” the person that makes possible the direct contact with the corporate public, which means the different international realities belonging to the brand of the CNH Industrial with the Italian and foreign dealers, also the external clients (consumer), who nowadays represent a big part of our portfolio. Concerning my responsibility is the coordination of the mix, regarding the creative, technical and logistic aspects, which are the key of success for an event. Some of these aspects are regarding the design of the event, the production of audiovisuals and contents, the budget, the negotiation and the service towards the clients. On the whole it is a multidimensional profession!

**OF WHAT KIND ARE THE EVENTS YOU ARE DEALING WITH?**

The events can be of different typologies: commercial, for the product launches, cultural as for example Telethon; for celebration and at the same time promotion as the Village in festa; for relations or simply one meeting or a congress. The events, a part from the dimensions or the characteristics, are a part, which is continuously increasing and the Village is a location that is able to host them all from a product launch with thousands of participants to a working lunch for few and selected people. In brief, every brand, company, institution, no-profit organization, organization committee may ask to organize their event here!

**HOW DOES THE REAL ORGANIZATION HAPPEN?**

Before all there is a first contact with the client who asks if the location is at disposal. Normally the requests come in with some opening words of presentation together with some information about the kind of event (meeting, workshop, convention) that they would like to put on stage the number of participants and the services they would need. At that point, having controlled whether the Village is available on that date, starts the deeper analysis of the meeting-rooms for logistic and referring technical aspects, furthermore services of any kind which include security, catering, guided visit to the Village, wardrobe and porterage. Finished the analysis I write down a quotation that I send to the client. Only after the approval of the budget by the client will start the phase of definition of all the aspects of the event, preparation included. Normally, before starting with the organizational part, we prefer to invite the clients to the Village for an inspection visit to show them what we have to offer.
MEETING “VALUE THE VALUE”, FPT INDUSTRIAL
5TH SEPTEMBER 2016
The path of information “Value the Value” continues, treating about the success of the OSMs, which are actually efficient on their reference market. One of these meetings, programmed by FPT Industrial for staff only, was held at the Industrial Village on 5th September 2016. The special guest was the German company Sennebogen, producing special cranes and construction machinery. The main speakers were Annalisa Sipasenego, FPT Industrial Brand President & President Powertrain Products Segment and Erich Sennebogen, SENNEBOGEN Maschinenfabrik GmbH General Director.

WORKSHOP IVECO AND BODY BUILDERS, “TEAM WORK” 12TH AND 13TH OCTOBER 2016
A special event at the CNH Industrial Village in Turin aimed to present to a group of Italian body builder the renewed Ivecow range - from Daily Model of the Year 2016 to Eurocargo CNG, and to the New Stralis XP and NP - and the new characteristics of the vehicles, important for the manufacturing of body building and promoting the team work. At the workshop were present the product managers of the ranges and the experts in the sector; with 85 national body builders, most of them important clients for the Italian brand. Among the speakers: Mitok Duderlat, Business Director Italy & Mediterranean Area, who opened the session and Christina Hauschmid, Iveco Product Technical Support Manager.

On 19th, 20th and 22nd September, the global Swiss company Syngenta AG, producer of seeds and chemical products for agriculture, in collaboration with New Holland Agriculture, has dedicated three meeting days treating about the research and development of phytotherapeutic products. The Syngenta company is the third biggest distributor worldwide for seeds and biotechnological products with 28.000 employees in 90 countries.

MEETING INSOFT OSRA INFORMATICA SRL 10TH, 13TH AND 14TH OCTOBER 2016
As a habitual guest, the Insoft Osra group choose once again the location Industrial Village for a series of meetings, which took place on 10th, 13th and 14th of October in the Panoramic Room. Insoft Osra is a certified Pedemont reference point for accountants, work consultants and enterprises with more than 1.000 customers, professionals and companies that use the most advanced and performance products and solutions on the market.

2016 OVERALL

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<tr>
<td>Meetings and events</td>
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<td>Test drive</td>
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<td>Guided visits</td>
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* Compared to 2015

MEETING IVECO MAGIRUS 10TH OCTOBER 2016
The 10th of October a group of “stakeholders” for the introduction of LNG in the German market has visited Ivecos. The group was composed of suppliers of methane gas, representatives of associations and members of the Ministry of Transport and the Ministry of Economy. Starting point, the Industrial Village as a flagship of a global player. After internal exchanges of experiences and the evaluation of the possible measures for quicker distribution of this ecological fuel the practical part was following in the Testing of FPT Industrial the drivers had the opportunity to see that Ivecos together with its sister company FPT Industrial is making huge efforts for the further development of mobility with methane gas.

MEETING INSOFT OSRA 10TH, 13TH AND 14TH OCTOBER 2016
As a habitual guest, the Insoft Osra group choose once again the location Industrial Village for a series of meetings, which took place on 10th, 13th and 14th of October in the Panoramic Room. Insoft Osra is a certified Pedemont reference point for accountants, work consultants and enterprises with more than 1.000 customers, professionals and companies that use the most advanced and performance products and solutions on the market.

“UIAF” ANNUAL FPT INDUSTRIAL SENIORS ASSEMBLY
30TH NOVEMBER, 1ST, 2ND DECEMBER AND ANNUAL IVECO SENIORS ASSEMBLY - 5TH, 6TH, 7TH DECEMBER
Closing the general members assembly FPT Industrial and Ivecos, UIAF - ASSOCIAZIONE SENIORE ASSEMBLATOMAIORI there was the distribution of the Christmas cake. During several days, following to the different branch the Industrial Village has seen more than 3.000 people.

EVENT “SUSTAINABILITY LOGISTICS AWARD” 2016 - 1ST DECEMBER 2016
EMEA Transport Logistics has organized for the first time the event “Sustainability Logistics Provider of the Year” on a base of more than 100 suppliers, which were present for the occasion. The event was aimed to explain the importance of sustainability for CNH Industrial and to give the awards to the best projects presented at the event. A new award has been created for the main logistics suppliers of CNH Industrial.

EVENT “CONTOZERISTA DAY” - 6TH DECEMBER 2016
Coming to its fifth edition the CT day chose Turin and after four years moves to the CNH Industrial Village, which for the event hosted more than 600 contractors of the agricultural sector. On Tuesday the 6th December 2016, following the usual scheme of the years before, there was a two steps program: the morning session was entirely dedicated to the conference and the afternoon to the visit of the FPT Industrial engine plant. After the opening of the conference by Carla Lumetta, New Holland Brand President and Oddone Inca, CNH Industrial Financial Services President, on the stage of the conference room several speakers – mediated by Francesca Bertolissi, journalist at Elaginotto, took turns, including Silvio Ramadori, President of Urrina, Michele PMattia, University of Teramo and delegate CT Advisory Board, Paolo Borrelli, Ministry of Economy Development and General Manager ASTER K, Giorgio A. Angelo Fascarelli and Gabriele Chiosdi, University of Puglia. The closure of the event was made by Giorgio Ferrero, Councillor of Agriculture in Piedmont and Andrea Olivieri, Vice Minister of Agricultural, Nutritional And Forestry Policies.
INTERNATIONAL DELEGATIONS VISITING THE CNH INDUSTRIAL VILLAGE

For our illustrious guests it is the opportunity for sharing and touching with hands the CNH Industrial products with the specifications and their complexity for the different brands to underline the technical and regulation skills to be faced within the next years. In the ample exposition of products in the showroom it is possible to find commercial vehicles and for passenger transport; Iveco and Iveco Bus, including a methane gas bus and with hybrid propulsion, agricultural machinery of New Holland Ag, between them a very powerful tractor and a forager and Case IH construction machinery of Case, including crawler excavator which is produced in the nearby San Mauro plant; the FPT Industrial natural gas engines developed in the plant next to the Village.

LOCAL SCENERY 2016

CHIARA APPENDINO

Chiara Appendino, Mayor of Turin, has visited - for the first time in her official role - the CNH Industrial Village. As representatives of CNH Industrial, for the occasion have been present Ozdene Inclus, Financial Services President, Pierre Lebret, Iveco Brand President, Carlo Lambro, New Holland Ag Brand President, and Annalisa Stupenengo, FPT Industrial Brand President.

INTERNATIONAL SCENERY 2016

CHINESE DELEGATION OF HARBIN

The delegation of the city of Harbin, in north-western China - where there is the CASE IH plant for the production of combines Axial Flow, Series 4000 - was composed by Zhang Wan Ping, Vice-Mayor of the City of Harbin, Michael Gao, Responsible of the Commission of Asia-European Affairs, Jin Guandong, Vice Inspector of the Commission for Agriculture of the city of Harbin, Zhang Shihui, Director of the Agricultural Affairs, Jin Guandong, Vice Inspector of the Commission for Agriculture of the city of Harbin, Zhang Shihui, Director of the Global Bonded Zone of Harbin - has had the opportunity to visit the engine production plant (Nef) FPT Industrial of Turin, appreciating the variety of engine configurations for different kinds of applications and product range.

THE AUSTRALIAN AMBASSADOR IN ITALY

Last autumn some responsible of the departments of Institutional Relations and Sales & Marketing for EMEA and APAC met Mike Rann, Australian ambassador in Italy, for a discussion about various aspects regarding the sectors of commercial vehicles and earth moving and agricultural machinery in Australia. After the meeting, held in Turin the ambassador had a guided tour of the CNH Industrial Village. CNH Industrial estimates Australia as an important partner in the south-eastern Asia and the visit of the Australian ambassador is to be considered the start of a closer and more strategic relationship between the company and the Australian embassy in Italy.

GOVERNMENTAL DELEGATION FROM CAMEROUN

The delegation of the parliament of Cameroon that visited Turin was made of 9 people headed by the Honorable Theodore Doucou, President of the National Assembly of Cameroon and Member of the Parliament and the Honorable Marie Made Gabra Secretary of Administration of the Partnership Cameroon-Italy. During the meeting held at the Industrial Village, CNH Industrial was presented to the guests, who were positively impressed by the ample product range that it in their offer. The delegation appreciated very much the efforts made by the company in terms of innovation and underlined the need to launch the partnership with such an important company that is Iveco.
The New Stralis XP, developed on the strong base of the Stralis Hi-Way “International Truck of the Year 2013”, is the most reliable and efficient truck in the market in terms of consumption. The new model, which foresees a unique after-treatment system HI-SCR Euro VI patented by Iveco, optimizes the combustion, bringing a significant fuel saving up to 11% for the long distance.

The XP offers the most complete solution for the long range transport with a package that combines products and services aimed to reduce the TCO (the total cost of ownership is in fact reduced by 5.6%) and the CO₂ emissions: the innovative solution Smart EGR, that operates together with the HI-SCR system, using a minimum quantity of exhaust gas recirculation, guarantees an anticipated start of the injection. As a result there is an increased fuel saving, keeping stable the NOx at 97%. There is more than one advantage: zero regeneration, zero impact on the radiator dimensions, zero extra maintenance costs and longer intervals for maintenance with consequent reduction of the total cost of ownership for the client.

The 480XP and 570XP versions of the New Stralis are perfectly made for the long distance, avant-garde of the technological development - including the innovative Smart EGR – and plenty of features and services for fuel efficiency, granting the highest levels of reliability and profitability for transport companies.

The Daily Euro 6, in its versions van, chassis-cab and Hi-Matic, is the new entry in the third generation winner of the Van of the Year 2015. Best partner since ever for professional activities, the new Daily is strong, versatile and high performance.

The cab is more comfortable and less noisy than ever, with a reduction of the noise of 4 dB, and with the Hi-Matic gearbox it reaches the absolute driving pleasure. It is featured with Ecoswitch PRO technology that following to the load chooses the right gear thus contributing to a reduction of consumption and emissions.

The Daily Euro 6 introduces a new level of connectivity that integrates completely the mobile devices with the vehicle, this way getting a real business and driver’s assistant.

In detail, the Daily presents itself with reduced consumption up to 8%, a cleaner engine and operating costs reduced by 12%.

At disposal two different motorizations, 2.3 or 3 liters, both with 4 cylinders and power varying from 120 to 210 Hp. The Euro VI normative is respected thanks to a mixed system EGR + SCR for the exhaust gas after treatment. The extremely compact system is positioned at the chassis level not impacting on the cargo space.
TO EACH, ITS OWN.

Write the name of its engine.

Complete the grid (9 x 9, 9 blocks, 9 rows x 9 columns) so that every column, every row and every black area contains all the numbers 1 to 9, with no missing numbers and no repetitions.

WHAT IS ITS ENGINE?

Write the name of its engine.

Did you like BIG? Any comments, suggestions, ideas or advice to give us? We look forward to hearing all your thoughts. Thanks for helping to make this magazine even more … BIG.

bigideas@cnhindustrialvillage.com
NEW DAILY E6
BUSINESS INSTINCT

NEW DAILY HI-MATIC. THE ABSOLUTE DRIVING PLEASURE.

The New Daily HI-MATIC E6 is the right choice to develop your business. With its new Euro 6 engines coupled with the first 8-speed automatic gearbox in industry, providing more power, lower fuel consumption and best in class cost of ownership, its increased comfort and advanced connectivity, it is your perfect business partner.

CLASS EXCLUSIVE
8-SPEED AUTOMATIC GEARBOX
For best comfort and safety

OUTSTANDING FUEL ECONOMY
With a choice of ECO PRO or POWER modes

UP TO 10% LOWER MAINTENANCE AND REPAIR COSTS∗
With record reliability and durability

Vs manual transmission

UNRIVALLED PERFORMANCE
2.3-litre and 3.0-litre engines,
up to 205 hp and 470 Nm

OFFICIAL SUPPLIER
SCUDERIA FERRARI

IVECO
Your partner for sustainable transport