

Key

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PRODUCT USE

REDUCING POLLUTION

Commitment: Continue to reduce polluting emissions

	ACTIONS	2014 RESULTS	TARGETS
Agricultural Equipment	▶ Early implementation of regulations for the reduction of polluting emissions (e.g., NO _x , particulates)	■ Concept work on Stage V emission requirements started	▶ 2018: introduction of Stage V models with best-in-class fuel consumption
Construction Equipment		EMEA ■ Stage IV Compact Loaders and Telehandlers introduced	EMEA ▶ 2015: introduction of Stage IV Graders
		NAFTA ■ Tier 4F Compact Loaders and Telehandlers introduced	LATAM ▶ 2017: introduction of Tier 3 Dozers in Brazil (all models)

➡ 198

⁽⁹⁾ New targets for this action are included in the overall CO₂ emissions reduction target at worldwide level.

⁽¹⁰⁾ New targets for this action (for Agricultural Equipment, Construction Equipment, and Commercial Vehicles) are included in the overall CO₂ emissions reduction target at worldwide level.

REDUCING CO₂ EMISSIONS

Commitment: Optimize energy consumption and efficiency

	ACTIONS	2014 RESULTS	TARGETS
Agricultural Equipment	▶ Reduction of CO ₂ emissions through fuel consumption optimization	■ Tier 4B/Stage IV compliance of all products achieved in NAFTA, and further pursued in Europe ➡ 198	
		■ Total Cost of Ownership (TCO) targets set for sugarcane harvesters	▶ 2016: application of TCO to other harvesters ▶ 2020: use of TCO targets to measure and compare machine efficiency
Construction Equipment		■ Targets achieved for most models of Skid Steer Loaders and Tractor Loader Backhoes ➡ 200	
			▶ 2015: CVT Grader testing to validate the ability of its smaller engine to deliver equal performance to competitive models
Commercial Vehicles			Heavy range ▶ 2016: -10% in fuel consumption on new heavy vehicles
		Light range ■ Average fuel savings of approx. 5.5% achieved on New Daily (depending on vehicle version) ➡ 200	
Commercial Vehicles	▶ Development of a carbon footprint assessment or Life Cycle Assessment (LCA) methodology	■ Carbon Footprint Calculator made available via web to internal department users	▶ 2016: preliminary LCA on Daily Electric ▶ 2018: complete LCA on a light range vehicle
Powertrain		■ Carbon footprint analysis (from cradle to grave) and LCA on F1 engine completed ➡ 146	▶ 2015: development of a Life Cycle - Environment Management System (LC-EMS) to manage environmental information ▶ 2017: application of LC-EMS throughout the engine life cycle, supporting production and development processes

Commitment: Promote use of alternative fuels

	ACTIONS	2014 RESULTS	TARGETS
Agricultural Equipment	▶ Evaluation, testing, and promotion of alternative fuels	■ Concept development of Methane Power tractor further advanced with the production of a limited number of prototypes ➡ 203	▶ 2015: market testing of Methane Power tractor to confirm market potential
Commercial Vehicles		■ Communication plan (via website, brochures, videos) implemented to support the sale of natural gas vehicles ➡ 204	▶ 2015: increase in size of Stralis CNG and LNG demo fleets across Europe (from 12 to 15 units) ▶ 2015: exhibition of Stralis CNG and LNG vehicles at all major truck events in Europe
		■ Complete range of Euro VI natural gas vehicles developed (light, medium, heavy, bus) ➡ 201	▶ 2015: receipt of first orders for Stralis LNG rigid models
		Light range ■ New Daily Natural Power launched ➡ 202	Medium range ▶ 2015: launch of Euro VI Eurocargo NG and receipt of first orders ▶ 2016: Start of Production (SOP) at year's beginning



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	ACTIONS	2014 RESULTS	TARGETS
Commercial Vehicles	▶ Evaluation, testing, and promotion of alternative fuels	Heavy range ■ +50% of Stralis LNG vehicles ordered ■ +26% of Stralis NG vehicles sold ➡ 201	Heavy range ▶ 2015: +100% in sales of CNG and LNG Stralis vehicles vs. 2014 ▶ 2015: Stralis CNG promotion in Israel and Algeria ▶ 2020: 10-fold increase in sales vs. 2014
Powertrain		Heavy range ■ European type-approval achieved for Stralis LNG ■ Activities completed on several combinations of biofuels: ▶ functionality with 20% biodiesel critical due to relevant NO _x increase requiring higher SCR efficiency and urea quantity; over 20% not feasible without specific combustion adaptation ▶ good potential on XTL ⁽¹⁾ and HVO due to lower NO _x and very clean, low PM combustion ➡ 204	Heavy range ▶ 2015: product and sales training for 100% of product managers, district managers, and key accounts sales staff in Europe

Commitment: Promote use of alternative propulsion systems

	ACTIONS	2014 RESULTS	TARGETS
Commercial Vehicles	▶ Evaluation, testing, and promotion of alternative propulsion systems and of other sustainable solutions for the future	■ New Daily Electric presented to the press ➡ 205	▶ 2015: launch of New Daily Electric
		■ Euro VI Urbanway Hybrid Bus launched ➡ 205	▶ 2016: extension of the Euro VI hybrid bus range

Commitment: Support responsible use

	ACTIONS	2014 RESULTS	TARGETS
CNH Industrial	▶ Provision of round-the-clock, all year-round technical support to end users, in person and via web	■ 25% new content added to course list. Web video tutorials developed and posted online for customer use	▶ 2015: development of additional video tutorials and alternative lessons to promote use of newly launched products
Agricultural Equipment	▶ Design and offer of targeted courses for end users on the proper use of products	▲ 25,000 hours of training (+4% vs. 2013) delivered to agricultural equipment operators on the safe use of machines ➡ 207	▶ 2016: delivery of same number of training hours provided in 2014
Construction Equipment		▲ 14,500 hours of training (+16% vs. 2013) delivered to construction equipment operators on the safe use of machines ➡ 207	▶ 2016: delivery of same number of training hours provided in 2014
Commercial Vehicles		EMEA ▲ 11,100 hours of driver training (+13% vs. 2013) delivered to CNH Industrial key accounts, customers, dealer drivers, and internal demo drivers ➡ 207	▶ 2015: introduction of new courses on vehicles and major units launched during the year
Agricultural Equipment and Construction Equipment	▶ Improved ease of use of Advanced Farming System (AFS) and Precision Land Management (PLM) applications and courses through content redesign and reclassification	■ Training content realigned by product to improve ease of use and increase fruition ➡ 205	▶ 2015: alignment of courses within Case IH and New Holland portals to increase customer awareness and brand loyalty
Commercial Vehicles	▶ Development and introduction of technology solutions addressing impact of driver and driving style on vehicle emissions	Heavy range ■ Driving Style Evaluation system introduced in the production of Iveco Stralis ➡ 207	

⁽¹⁾ XTL (Anything-To-Liquids): group of synthetic fuels including Biomass-to-Liquids (BTL), Coal-to-Liquids (CTL), Gas-to-Liquids (GTL), and Petroleum-coke-to-Liquids (PTL).

IMPROVING PRODUCT SAFETY

Commitment: Continue to improve safety, ergonomics, and comfort

	ACTIONS	2014 RESULTS	TARGETS
Agricultural Equipment	▶ Increase in agricultural equipment safety	<ul style="list-style-type: none"> ■ Functional safety of control systems and compliance with Tractor Mother Regulation further studied and developed ■ Virtual validation test and operator biomechanical analysis performed on APL tractor cab to assess cab integrity under different loading conditions ■ Virtual and physical testing of Roll Over Protection Structure (ROPS) 	<ul style="list-style-type: none"> ▶ 2017: compliance with Tractor Mother Regulation exceeding mandatory safety requirements ▶ 2016: virtual biomechanical analysis testing of operator and passenger
		➡ 128	
Construction Equipment	▶ Reduction of noise level in the operator environment and of operator exposure to vibrations	<ul style="list-style-type: none"> ■ New Telehandler and Compact Loader cabs with improved sound features introduced ■ Wheeled Excavator controls enhanced 	▶ 2020: cab enhancement on Dozer models 850-2050 to include improved sound and vibration performance
		➡ 210	
Commercial Vehicles	▶ Offering of a range of preventive safety and collision mitigation systems ¹²	<ul style="list-style-type: none"> ■ Lane Departure Warning System (LDWS) introduced in the production of Daily MCA14 ■ Adaptive Cruise Control (ACC) introduced in the production of Stralis 	Medium range ▶ 2015: introduction of Lane Departure Warning System (LDWS) and Advanced Emergency Braking System (AEBS) in new vehicle
		➡ 210	
Agricultural Equipment	▶ Improvement in ergonomics of operator controls to reduce operator stress and enhance comfort	<ul style="list-style-type: none"> ■ Noise level of APL tractor cab reduced by -3 dB(A) ■ Front bucket visibility improved vs. existing models 	▶ 2017: further reduction in tractor cab noise level (-2 dB(A)) and in tractor vibration
		➡ 208	
Construction Equipment		<ul style="list-style-type: none"> ■ Wheel Loaders program further implemented ■ Enhanced Wheel Loader controls launched, with excellent market acceptance 	NAFTA ▶ 2020: testing of electro-hydraulic (EH) controls on Graders to validate improved ergonomics and operator fatigue reduction
		➡ 210	
Commercial Vehicles		Light range <ul style="list-style-type: none"> ■ New ergonomic features introduced on New Daily 	
		➡ 210	

TRAINING DEALER AND SERVICE NETWORK

Commitment: Enhance dealer network skills to educate end users on best product use

	ACTIONS	2014 RESULTS	TARGETS
Commercial Vehicles	▶ Design and offer of targeted courses for dealers on the proper use of products	EMEA ▲ 90,200 hours of training provided (+9 % vs. 2013)	
		➡ 219	

⁽¹²⁾ For details see also table on page 211



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Commitment: Enhance service network skills to improve service efficiency

ACTIONS	2014 RESULTS	TARGETS
CNH Industrial ▶ Improvement of service network technical knowledge	▲ 295,000 hours of new training courses offered on vehicles and major units launched during the year	
		➡ 219

Commitment: Increase online training

ACTIONS	2014 RESULTS	TARGETS
CNH Industrial ▶ Offer of online training solutions and improved access to live training for dealership personnel		▶ 2015: complete implementation, database migration, and roll-out to dealers by year end ▶ 2015: ongoing development of Learning Management System as per plan
Agricultural Equipment and Construction Equipment	▲ +16% in online technical training hours delivered vs. 2013	➡ 219
Commercial Vehicles	▲ +72% in online technical training hours delivered vs. 2013	➡ 219
Commercial Vehicles	EMEA ▲ +8% in online commercial training hours delivered vs. 2013	➡ 219

ENGAGING AND SUPPORTING CUSTOMERS

Commitment: Enhance customer relations

ACTIONS	2014 RESULTS	TARGETS
CNH Industrial ▶ Implementation of new contact channels to facilitate customer access	NAFTA ▣ Microsoft Dynamics tool implemented across Sales, Service, and Customer Care	NAFTA ▶ 2015: creation of a shared customer database visible across Service and Customer Care
		LATAM ▶ 2015: customer satisfaction surveys to assess quality of customer relations
Agricultural Equipment	EMEA ■ Twitter account created in the scope of pilot project for the implementation of social media channels	
	LATAM ■ Project on social media channels fully implemented in Brazil	
Construction Equipment		LATAM ▶ 2015: implementation of pilot project on social media channels in Brazil

	ACTIONS	2014 RESULTS	TARGETS
CNH Industrial	▶ Enhancement of customer information across sales, field service management, and customer assistance	NAFTA ▲ 94.2% of information requests resolved at first call ▲ 83% of complaints resolved in 10 days or less ➔ 223	
Agricultural Equipment			LATAM ▶ 2015: enhancement of customer experience of new product launches
Construction Equipment		LATAM ■ 632 prospect requests delivered as a result of customer experience following 3 product launches ■ 16% reduction in field response times for customer complaints ➔ 223	

Commitment: Enhance customer assistance and satisfaction

	ACTIONS	2014 RESULTS	TARGETS
Commercial Vehicles	▶ Improvement of service quality	EMEA ▲ 80% of service points integrated EMEA ▲ Customer Service Helpline activated in Italy and South Africa	EMEA ▶ 2016: establishment of dedicated customer service helplines across major markets in Europe LATAM ▶ 2015: implementation of a 24-hr towing service via a new specialized subcontractor; relieving dealers of responsibility
CNH Industrial	▶ Review of customer survey methods to improve reliability of results, learning, and best practices to advance operating performance	LATAM ▲ Customer Service Index (CSI) survey fully implemented and aligned across Agricultural Equipment, Construction Equipment, and Commercial Vehicles	

