



PRESS RELEASE

Lowe & Young, Inc. Awarded New Holland's Highest Dealer Honor

NEW HOLLAND, PA (April 2017)

Lowe & Young, Inc. in Wooster, OH, has been named to New Holland's exclusive President's Club, the highest honor New Holland bestows on a dealership. The award recognizes superior service to customers as well as excellence and continuous improvement in business performance.

New Holland President's Club Award winners achieved the highest levels in excellence in six categories in the company's onPoint! Dealer Standards program: Service, Business Management, Sales, Marketing and Customer Focus, Parts and Facilities.

"By earning this award, Lowe & Young has met New Holland's highest standards for dealerships, an assurance to customers of excellence in business practices," says Bret Lieberman, New Holland Vice President, North America. "President's Club award winners have worked very hard to deliver exceptional service and support to their customers. We're very proud to present this type of recognition to the best of the best."

About New Holland

New Holland Agriculture and New Holland Construction sell and service an innovative line of agricultural and construction equipment, including a full line of tractors, hay and forage equipment, harvesting, crop production, skid steer and compact track loaders, compact wheel loaders, tractor loader backhoes and mini excavators. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America. More information on New Holland can be found at www.newholland.com/na.

New Holland 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

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