NEWS RELEASE

CNH’s Kurt Coffey Named 2027 Chair of Association of Equipment Manufacturers

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- CNH agriculture leader brings industry experience and customer insight to AEM.

Basildon, UK — November 16, 2026 — CNH (NYSE: CNH) today announced that Kurt Coffey, Vice President, North America CNH Agriculture Marketing, has been named 2027 Chair of the Association of Equipment Manufacturers (AEM). In the role, Coffey will help guide AEM’s strategy and unite equipment manufacturers around shared industry priorities.

“Equipment manufacturers are navigating significant change, but we also have a tremendous opportunity to move our industry forward by working together,” said Kurt Coffey, Vice President, North America CNH Agriculture Marketing. “My background in equipment manufacturing and long history across agriculture industry keep me focused on what matters most: helping customers succeed. AEM gives us a strong forum to collaborate, advance innovation and prepare for what’s next.”

Coffey’s longstanding involvement with AEM, commitment to collaboration and focus on customer success position him well to lead the association.

“Kurt brings deep industry experience, a customer perspective and a clear understanding of the challenges facing equipment manufacturers,” said Megan Tanel, President and CEO of AEM. “We look forward to partnering with him and the Board in 2027 as we continue supporting our members and the work they do to strengthen the equipment manufacturing industry.”

Coffey leads commercial marketing for CNH's North America Agriculture business, drawing on a background in agriculture, commercial strategy, marketing, parts and service, and customer and dealer engagement. Earlier in his CNH career, he led Case IH North America, served as head of Marketing for Case IH Global and Vice President of CNH Parts & Service for North America. Prior to joining CNH, he worked in both the finance and agriculture industries, including roles with Country Financial and Monsanto.

Coffey currently serves as AEM Vice Chair and sits on both the AEM Board of Directors and Ag Sector Board before beginning his term as AEM Chair on January 1, 2027.

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About CNH

CNH (NYSE: CNH) serves and advances the people who feed and build a growing world.

We are an iron-and-tech company, engineering intelligence, automation, and precision into the machines that move the global economy. Our equipment operates in more than 160 geographies, supported by a global team of more than 34,000 people, including engineers, technologists, and industry experts.

Our brands — Case IH, New Holland, STEYR, CNH Tech (including the Raven precision technology platform), and CNH Capital — together generated $18.1B in revenue in 2025.

Building on a legacy of innovation dating back to 1842, CNH has achieved multiple milestones including the first mass-produced tractor, the first twin-rotor combine, and the first factory-integrated precision farming system. Today, we are engineering autonomous and predictive machines that will shape the future of food and infrastructure.

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Attachments

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- **Kurt Coffey**

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