

Case IH Commercial Training Plan

Case IH organises in field training technical workshops on harvesting equipment in Seville for dealers from all over Europe

HARVESTING CAMP – Handover training covered all situations associated with harvesting in a normal working day

St. Valentin, 20.08.2014



PRESS RELEASE

For almost three weeks, Case IH brought together more than 100 customers and 120 Combine Demonstrators from dealers throughout Europe who are focused on harvesting equipment. This commercial training was aimed at network specialists offering support to customers to keep their machinery going in the field during the entire season. "Understanding the needs of our customers in their day-to-day work is a key factor for us. That's why one of the main objectives of this commercial training was to put into practice all aspects related to harvesting in a normal working day", said Georg Landerl, project manager of the HARVESTING CAMP and responsible in his role as Commercial Trainer for harvesting equipment in Europe, Middle East and Africa. "Here we had the chance to use the machines under real conditions and experience all the situations which our customers face."

The camp was held at the Castillo de la Monclova farm in Fuentes de Andalucía (Seville) – a property covering 5,000 hectares where barley, wheat and triticale are grown and where land is ploughed for up to a length of one kilometre at a time. "We organised this training in Spain because that is one of the European countries where harvesting begins earlier. This allowed many European distributors to gain valuable experiences prior to the start of the season in their respective countries of origin", explained Georg Landerl. The peculiarities of harvesting in Andalusia – where yields are lower, temperatures are much higher and humidity conditions are much lower than in northern Europe – mean quite a challenge for people participating in the training. "After harvesting under southern conditions, our dealers are ready to face any request from their customers", he explains. In all training sessions, the participating countries were able to count on the help and vast experiences of the Case IH team.

Essentially practical workshops

With two days of training per country, each session began with a welcome dinner where individual harvesting experiences were shared. "We wanted a first meeting where everybody could voice their professional anecdotes, suggestions and concerns. In addition to providing really useful information

for everyone involved, it would not have been the first time that great ideas and projects emerged as a result of such a relaxed atmosphere", says Landerl.

The next two days were mainly used for practical experiences. However, the meeting was also used to showcase rotor improvements in Axial-Flow[®] combines and other changes like the new cabs. It was also noted that all models will now have Case IH precision farming systems included as a standard feature. "We focused on the practical part most of all. Field work was done with the combines and balers, carrying out the real tasks of a normal day of harvesting. Every participant in the training was able to harvest, unload while moving (adjusting the tractor speed with the combine speed), bale with a Large Baler behind the combine, and transport the bales and stack them with a Farmlift, the new telescopic handler from Case IH. Finally, participants also carried the grain to the silo. In addition, latest information on combine performance tests was shared with the Combine Demonstrators in order to underline the outstanding performance of the unique Axial-Flow[®] threshing concept.

The average yield lay between 3 and 4.5 tonnes per hectare. The opportunity to work on different crops was used to show how, with some simple adjustments made in the cab, the Axial-Flow[®] combine is capable of adapting to any type of crop quickly and simply. "Unfortunately for our farmers, there are many cereals that have not reached the desired specific weight this year. But that hasn't been a problem for the Axial-Flow[®], making sure that all those grains ended up where they should, in the tank."

A top team

For an event of this magnitude, a fleet of twelve machines was used. Equipped with tracks and a 10.7m 3050 Varicut header, the Axial-Flow[®] 8230 model showed the potential of this combine by cutting at a speed of 10.4 kph. At any given time, it was controlled by its own computer, which regulated the Axial-Flow[®]'s forward speed as a function of field performance, engine load and losses. This combine also displayed the efficiency of the beltless CVT transmission to rotor and feeder. Guidelines on how to obtain the best possible performance from the AFS Pro 700 screen were also provided.

"Among all machines present, we particularly highlighted the appearance of an Axial-Flow[®] 7130 combine equipped with a header that was presented in Spain for the first time, the Terra Flex[™] 3020", explains Landerl. Its 7.5m length and flexible cutterbar with independent sections worked excellently, hugging the ground over the full working width. This new header was met with delight by farmers from the area who were invited to the event to take advantage of Case IH's presence in Seville. "I've never seen such short stubble", said some of them amazed.

According to Georg Landerl, Case IH is working alongside its distributors and importers to perfect customers' experience with the brand, making it even more special and professional, if possible.

Press releases and photos <http://mediacentre.caseiheurope.com/>.

Two photos are provided as attachments:

Captions:

Photo No 1: Explanation of crop analyses, loss evaluation and grain quality together with participants.

Photo No 2: Axial-Flow® 8230 model with 10.7m header in wheat gives evidence of its high productivity with 10.4kph and best grain quality.

Case IH is the professionals' choice, drawing on more than 170 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com.

Case IH 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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