

Double success for Case IH:

Second prestigious award for new Magnum 380 CVX series

Innovative Case IH Magnum 380 CVX tractor distinguished as “Machine of the Year 2015” at SIMA in Paris / Following the success at EIMA 2014, also the expert jury of terre-net recognises technological achievements / Efficient soil protection and high performance with Magnum Rowtrac

Paris / St. Valentin, 24.02.2015

Following the “Tractor of the Year” award at EIMA in Bologna last fall, the Case IH Magnum 380 CVX was now distinguished as “Machine of the Year 2015” at SIMA in Paris. “This double success makes us proud indeed: it rarely happens that one machine is awarded these two prizes in a direct row”, said Andreas Klauser, Brand President Case IH, at the award ceremony at SIMA yesterday evening.

Initiated in 1997, “Machine of the Year” is a prestigious award recognising outstanding technological achievements in agricultural engineering. The 2015 award-winning Magnum 380 CVX was identified by 19 independent agricultural journalists from trade magazines in different European countries. The list of innovative products included 94 entries in 17 different categories, the Case IH Magnum 380 CVX being distinguished in the 280 to 400hp segment.

Impressive evidence of continuous innovation

“The Case IH Magnum series was first launched in 1987 and has since been continuously made better yet, step-by-step further increasing performance and productivity, reducing fuel consumption and emissions, improving operator comfort and thus optimising owners’ return on investment”, said Marketing Manager Dan Stuart. “Without exaggerating, we can say that 27 years of Magnum tractors – and two such awards after this period of time – give clear evidence of the achievements of our engineers. And: 27 years of Magnum tractors also stand for 27 years of approval by the toughest test personnel and test fields you can get, that is farmers and contractors in their everyday practice”, Stuart emphasised.

The new Magnum 380 CVX features CVX variable transmission, easy to use multi-controller handle, new LED lighting packages and of course the innovative “Rowtrac” option which provides the track advantage of power to the ground but with markedly less soil disturbance than seen with other tracked tractors. “Receiving two such awards a second time – shortly before and during the

International Year of Soils – shows that our innovative and “lateral thinking” indeed is appreciated by specialists who are well aware of challenges, trends, and developments in agricultural engineering. We are happy that all this has been honoured with the “Machine of the Year 2015” award today”, concluded Andreas Klauser.

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

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.

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