

Spirited and successful start in an important “year of agricultural engineering“

Case IH presents the first ‘2015 innovations‘ at SIMA in Paris

New Magnum and Puma, Austoft® sugar cane harvester and innovative AFS solutions as highlights / Equipment solutions of Case IH well positioned to meet the needs of farms of all sizes / Plans to further expand network as well as service and product offering throughout the year

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PRESS RELEASE

Framed by SIMA 2015 in Paris in February and Agritechnica in Hanover in November, the United Nations “International Year of Soils” offers excellent opportunities to present Case IH’s well-filled pipeline of innovative agricultural engineering solutions to media, dealers, and end-customers. “SIMA 2015 has set the starting point for an explosion of new products, developed by our dedicated engineers with the objective of providing our customers with the best possible solutions”, emphasised Matthew Foster, Case IH Vice President responsible for Europe, the Middle East and Africa, at the trade fair. “In addition to the new Stage IV Puma and the equally new Magnum 380 CVX and Magnum 380 CVX Rowtrac models, we present our next level precision with the correction service AFS RTK+ and the enhanced AFS Connect telematics with File Transfer technology, and we demonstrate our excellence in sugar cane harvesting with the Case IH Austoft® 8000 series”, said Foster.

High performance and efficiency, low total cost of ownership

Farmall, Maxxum, Puma, Magnum and Quadtrac models, Farmlift telescopic loader, Axial-Flow® combine, round and square balers and the Austoft® 8000 Series sugar cane harvester made for an impressive – yet still incomplete – overview of the Case IH product range, an offering that today is broader than ever before. One of the innovations presented at SIMA was the Magnum 380 CVX in the wheeled and Rowtrac versions.

“Our new Magnum 380 CVX is an inspiring high-performer”, said Dan Stuart, Case IH Product Marketing Manager Tractors for Europe, Middle East & Africa. “This tractor does not only feature CVX variable transmission, easy to use multi-controller handle, and new LED lighting packages, but also the innovative “Rowtrac” option which provides the track advantage of power to the ground with minimum soil disturbance. After the distinction of “Tractor of the Year 2015” at EIMA in Bologna last autumn, the Magnum has now been awarded “Machine of the Year 2015” at SIMA. We are really thrilled that the Magnum received these two awards one after the other”, emphasised Stuart.

The new Case IH Puma tractors presented at SIMA equally surpass the high standards set by their predecessors. The powerful, efficient and 'clean' six-cylinder power unit with FPT Industrial's proven Hi-eSCR only technology ensures that European Stage IV (Tier 4 Final) emission regulations are met – whilst fuel consumption is low and performance is high. "Simple and efficient, the system also enables Case IH to achieve engine oil change intervals of 600 hours", highlighted Stuart.

Next level precision and management

The next generation RTK+ correction service and the new File Transfer function of AFS Connect telematics were yet another highlight at SIMA 2015. "These practice-oriented technologies have been developed to help farmers manage their farms, fields and machines more efficiently than ever before. Producing "more with less", i.e. producing more efficiently, is one of the key challenges for agricultural engineering and farmers alike. That is why we continuously improve our tools for higher precision and better data management, and now launch the new Case IH AFS Connect™ telematics system for example", explained Ulrich Sommer, Product Marketing Manager AFS EMEA region.

Solutions for sugar cane harvesting – an important global market

At SIMA, Case IH gave centre stage to its powerful agricultural equipment solutions for the sugar cane industry. This included the Austoft® 8000 Series of industry-leading sugar cane harvesters. "These harvesters have several new features that further improve their outstanding performance", said Yoann Clarisse, Case IH Harvester Product Marketing Specialist, EMEA Region. "The Autotracker for example, which is exclusive to Case IH, helps to consistently reduce saccharose losses and root damage, and SmartCruise reduces fuel consumption and maintenance requirements whilst increasing engine life", highlighted Clarisse.

On February 22nd a special event at the company's stand was attended by about 40 representatives of corporate customers and large agro-industrial farms operating in the sugar cane and bio-ethanol sectors from several African and Middle Eastern countries, including Sudan, Mozambique, Tanzania, Kenya, Zimbabwe, Nigeria and Sierra Leone.

Further expanding the "Case IH quality network"

"We understand the network of Case IH dealers as our direct eyes and ears towards our customers. It is the dealers who get the feedback from the end-users; it is them who stay in direct contact during purchase and service of our machines. That is why we will further increase our efforts to provide the best possible attention to our customers – in terms of the number of dealer outlets as well as service quality", emphasised Case IH Brand President Andreas Klausner. "Our approach to optimum customer care is an all-inclusive quality package. It includes supporting dealers with regard to

identifying key business areas and developing their businesses. It includes parts support, organisation and training of service staff, service, sales and marketing management, facility management, tooling and equipment, harvesting and AFS, as well as the services of CNH Capital, all to further increase professionalism and thus enhance support for our customers”, Klauser concluded.

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.

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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