

Basildon: January 2014

Subject: NEW PRODUCTS AT LAMMA 2014

## Case IH exhibits Platinum Edition Puma at LAMMA



Case IH is celebrating the production of the 40,000<sup>th</sup> Puma tractor at its St Valentin factory in Austria by launching a new **Platinum Edition Model**, which will be shown for the first time in the UK at LAMMA 2014 (**Case IH – Stand G39**).

Featuring an exclusive Exterior Appearance Package comprising black metallic paint and chromed exhaust, the special-edition Puma on display at LAMMA also features the luxurious Case IH Comfort Package, which includes high-comfort red leather driver and passenger seating, a leather steering wheel and special carpets. Both options are available on all new Puma 170, 185, 200, 215 and 230 models, the Exterior Appearance Package being priced at £2800, the Comfort Package at £2000.

Launched in 2008 the Puma has been an outstanding global success story for Case IH, in a wide range of markets, from the North of Finland to South Africa, America and Australia. Noted for its high power-to-weight ratio and proven over millions of hours in a wide range of diverse applications, Puma has been continually refined and developed to keep it at the top of its game.

The 16 models in the Puma range include a host of class-leading features, including Efficient Power Stage 3b engines which provide excellent fuel efficiency, powerful hydraulics and the AFS 700 display, which takes precision farming to the next level by enabling variable-rate application of fertiliser and individual control of sprayer boom sections. Puma also offers the option of ABS brakes which greatly enhance safety, particularly during road transport applications.



PRESS RELEASE

In addition to appealing to existing Case IH customers, Puma has been highly successful at achieving conquest sales, with 43 per cent of sales being to customers who have previously operated other brands of tractor. Widely acknowledged as being one of the most reliable tractors in its class, the technologically-advanced Puma offers the added benefit of excellent residual values, which help to reduce overall operating costs.

The Puma range from 131hp to 215hp includes the Puma 130, Puma 145, Puma 160, Puma 170, Puma 185, Puma 200 and Puma 215 models. Featuring a technically advanced four-speed Constantly Variable Transmission, the PUMA CVX range from 131hp to 228hp includes the Puma 130 CVX, Puma 145 CVX, Puma 160 CVX, Puma 170 CVX, Puma 185 CVX, Puma 200 CVX, Puma 215 CVX and Puma 230 CVX.

Further information is available from the Case IH stand at LAMMA, local Case IH dealers and at [www.caseih.com](http://www.caseih.com).

**ENDS:**

#### **NOTES TO EDITORS**

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##### **ABOUT CASE IH**

- Case IH is the professionals' choice, drawing on more than 160 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 to be productive and effective in the 21<sup>st</sup> century.
- More information on Case IH products and services can be found online at [www.caseih.com](http://www.caseih.com)
- Press releases and photos are available at <http://mediacentre.caseiheurope.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](http://www.cnhindustrial.com)