

True success story: 150,000th Case IH Magnum tractor delivered in June 2014

Case IH takes pride in more than 25 years of successful Magnum history / Initial slogan "Building the Best" impressively confirmed by customers / Further improved operator environment and outstanding fuel efficiency characterise current Magnum line-up

St. Valentin, 22.07.2014

26 years ago the first Magnum showed the world what the colour red could do in a field. 150,000 units later, current models of this premium tractor are still setting the bar at the top of the industry. Used in some of the most demanding agricultural applications worldwide including a recent and very successful sunflower planting record in Bulgaria, the Magnum is far more than just a powerful, reliable and user-friendly tractor. Each and every Magnum is unique and option-based ordered, equipped exactly as the individual customers wish.

"Over the years, our Magnum tractors have established a legacy for exceptional performance, reliability and durability built on customers' needs", says Dan Stuart, Case IH Product Marketing Manager Tractors EMEA. "Today's Magnum tractors, all of which are exclusively built in Racine, Wisconsin, USA, offer power, an improved operator environment and outstanding fuel efficiency, and consider the markets' demands – these demands our engineers strive to deliver", adds Stuart.

Industry-leading technologies

Magnum tractors have a great reputation for performance and reliability, and they have come a long way since their initial launch. "Once entirely mechanical in operation, our Magnum tractors are now computer-based, with a highly sophisticated auto-guidance system. We take pride in the fact that the Magnum has always been seen as a powerful and productive tractor in the field", explains Stuart.

"Putting the cab in front of the rear axle for a better ride without interfering with visibility was something new and innovative at the time of the launch. Our customers realised that Case IH was off to the right start back then, and we do not tire of continuously improving our tractors based on what our customers want and need", says Stuart.

‘Efficient Power’ for optimum performance

According to customers’ demands, Magnum tractors are equipped with a Full Powershift Transmission or a Continuously Variable Transmission. The Magnum features Efficient Power technology and Selective Catalytic Reduction (SCR) to deliver its performance with best fuel savings and low emissions. There are 5 models in the current Magnum range with 235 to 340 hp with Full Powershift or CVX Transmission, and the 367 hp CVX model at the top of the range.

“The 150,000th Magnum tractor was recently produced and delivered. The customer, farmer Jerry Forsythe from Illinois, USA, also purchased the 100,000th Magnum tractor. We see this as true testament of pride for our premium product”, emphasises Stuart.

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.

For more information contact:

Cecilia Rathje
Tel: +43 7435 500 634

Case IH Public Relations Officer
Europe, Middle East & Africa

Email: cecilia.rathje@cnhind.com
www.caseih.com