

Hannover, November 10, 2013

Manufacturing milestone marked at Agritechnica

Case IH presents Puma Platinum Edition

Anniversary model celebrates production of the 40,000th Case IH Puma / Exclusive, standout livery / Attractive financing and insurance package



PRESS RELEASE

Built around high-performance engines which deliver a blend of power, economy and versatility, since their introduction Case IH Puma tractors have become a top seller in their power bracket, with farmers and contractors across Europe purchasing more than 40,000 Pumas following the launch of the range five years ago.

Exclusive configuration celebrates 40,000 Pumas

This production milestone is being marked at Agritechnica with the launch of the Puma Platinum Edition. This special variation on the familiar red Puma features black metallic paint, a chrome exhaust, 'trademark' Case IH high-comfort red leather seats for both driver and passenger, and an exclusive leather steering wheel.

Case IH offers 16 different models in the Puma series, ranging from 131 to 228hp, with transmission options including a six-speed full powershift and, in Puma CVX models, continuously-variable transmission with double clutch technology. Case IH Efficient Power systems ensure Puma tractors offer excellent fuel efficiency, optimum performance and a powerful hydraulic system, with figures among the top in this tractor class. In addition, Puma models are the first standard tractors available with an optional ABS brake system, providing a new dimension in driving safety, particularly during road transport.

The new Puma Platinum Edition models can be ordered from the beginning of 2014. Further information is available on the internet at www.caseih.com or from the Case IH stand at Agritechnica, on Stand B15 in Hall 5.

Press releases and photos <http://mediacentre.caseiurope.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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