

Hannover, November 10, 2013

**Case IH expands digital information offering**

## **Introducing Case IH tractor and harvesting technology for the iPad**

**New tablet app provides information on Case IH products / Access to individual tractors and harvesters across the complete Case IH Europe range / Special access for Case IH dealers / Premiere at Agritechnica fair**



PRESS RELEASE

With immediate effect, Case IH is launching an additional information channel specifically for users of tablet computers. The new app gives convenient and user-friendly access from an iPad to all the key data on the portfolio of tractor and harvesting technology available from Case IH. Alongside technical information, such as performance figures and vehicle specifications, the app provides an extensive further insight into the range by way of pictures and videos.

### **Simple navigation**

The app opens with a 3D wheel that enables the user to select an individual model. More detailed information is accessed via a series of images and "hot spots" – information trigger points with descriptions and close-up pictures. In the full screen mode, the brochures, magazines, images and videos provided by the app can be conveniently viewed on the iPad. A useful compare function allows users to evaluate two different Case IH models side by side and undertake a direct comparison of their key data.

### **Exclusive information for dealers**

The wealth of information delivered by the new Case IH app is intended not only for end customers. A password-protected area gives Case IH dealers access to special information for their eyes only. Every member of the European sales force now has all the relevant documents available digitally at their fingertips.

The Agritechnica fair coincides with the launch of the app in the Apple App Store. It can be downloaded for free in various European languages under the search term 'Case IH Europe'. A Windows 8 tablet version of the app is to be made available in 2014.

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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](http://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](http://www.cnhindustrial.com).*

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