

Basildon: 11 December 2013

Subject: Case IH dealer A. M. Phillip Agritech Ltd

Dealership opens new Case IH facility at Perth

One of Scotland's leading suppliers of agricultural equipment will cement its long association with leading global farm equipment manufacturer Case IH during 2014 by opening a new dealership in Perth.

A.M. Phillip Ltd opened for business at Muiryfaulds, Forfar in 1955 and its agricultural division, A. M. Phillip Agritech Ltd, has developed into a modern dealership operation specialising in the supply, service and repair of agricultural machinery. Offering a wide range of services for the agricultural industry, the company prides itself on providing a first-class service to farmers in Scotland.

Since A. M. Phillip Agritech opened at Forfar and Glenrothes in 1995 it has added four other outlets, all of which also hold the Case IH franchise. Depots at Fraserburgh and Huntly opened for business in 2000, followed by Conon Bridge in 2005. The latest, at Perth, will serve customers in the fertile farming areas of Perthshire, Stirlingshire and Fife. This investment and continued commitment to customers across a wide area underscores the partnership between A M Phillip and Case IH. An open day at the branch on Wednesday 15 January will highlight the products and services it provides, including the Case IH range.

"We have worked very closely with Case IH for many years and are fully committed to continuing to develop the market for its products, which are at the forefront of the industry," states Gordon Phillip of A. M. Phillip Agritech, which employs 135 staff. "We are delighted to widen this commitment by opening our new premises at Perth. This will give customers in this area the opportunity to benefit from our dedication to customer service."

The Case IH range of farm machinery is one of the most comprehensive on the market and includes an industry-leading range of tractors from 55hp to 692hp together with Axial-Flow® combines from 299hp to 571hp and both RB round and LB square balers.

The range of Case IH tractors from 55hp to 692hp covers every requirement, the model line-up comprising the Farmall, Maxxum, Puma, Magnum and Quadtrac ranges.

The smallest, the three-cylinder, 55hp Farmall 55A is a robust, practical, easy-to-drive tractor for small farms or rural estates. The Farmall A range is expanded by a further six three- and four-cylinder models from 65hp to 115hp, three Farmall C models from 55hp to 75hp and three Farmall U models from 99hp to 114hp. Available from January 2014, the new flagship Farmall U Pro is aimed at livestock enterprises, mixed farming operations and small agricultural contracting businesses. Designed, developed and manufactured at the Case IH factory in St. Valentin, Austria, alongside Maxxum and Puma models, the four-wheel-drive 99hp 95U Pro, 107hp 105U Pro and 115hp 115U Pro offer outstanding versatility, performance, economy and comfort.

In addition, Case IH offers six, four-cylinder Maxxum and Maxxum Multicontroller models from 110hp to 140hp, three Maxxum CVX models from 110-hp to 131hp which feature the company's well-proven Constantly Variable Transmission, plus seven, six-cylinder Puma models from 131hp to 215hp together with its class-leading Puma CVX range from 131hp to 228hp.

Topping the Case IH range of conventional, rigid-chassis tractors, the Magnum is built to meet the power, durability and productivity needs of large arable farms. Four models from 260hp to 340hp feature a Powershift transmission as standard, with the option of a Constantly Variable Transmission, which is standard on the flagship 419hp Magnum 370 CVX.

The three new 2014-series Quadtrac tractors at the top of the Case IH range are the Quadtrac 540 and Quadtrac 580, together with the Quadtrac 620, which has a maximum power output of 692 hp, making it the world's most powerful tractor in series production. All models incorporate the latest engine technology which significantly enhances performance and fuel efficiency.

Case IH Axial-Flow combines have a well-earned reputation for their performance in all crops and conditions. The 2014 range comprises three 130 Series machines, the 5130, 6130 and 7130 from 299hp to 415hp, together with the 230 Series combines, the 7230, 8230 and 9230 from 449hp to 571hp.

These high-output combines incorporate a range of features and improvements which were developed by Case IH following extensive consultation with farmers and contractors. They include a new cab which sets the industry standard in terms of convenience, comfort and ergonomics, plus an upgraded CAN-BUS electrical system which enables Case IH to offer an increased range of functions. In addition to an electronically-controlled folding unloading auger and exclusive pivoting spout option to improve the accuracy of trailer filling, the new functions include industry-leading residue-management technology that reduces the operator's workload and increases productivity.

The new Case IH RB455 and RB465 1.5m and 1.8m variable-chamber round balers provide significant increases in capacity, bale density, output and reliability. Setting new standards in design and performance, they produced up to 20% higher capacity and 14% denser balers compared with competitor machines during rigorous field testing.

Richard Beadman, Business Director for Case IH in the UK and ROI, states: "Case IH is at the forefront of developments in agricultural machinery technology and relies on its strong network of highly-professional dealers. We are delighted that A. M. Phillip Agritech has enjoyed many successful years with Case IH and that it continues to invest in its branches, enabling customers to benefit from an even higher level of sales and service support for our products."

For further details on A. M. Phillip Agritech Ltd go to www.amphillipagritech.co.uk

ENDS

NOTES TO EDITORS

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 21st century.

More information on Case IH products and services can be found online at 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

MEDIA CONTACTS:

Charles Macdowell, Kendalls Communications
Tel: 01394 610022 E: charles.macdowell@kendallscom.co.uk

Jeanne Langton, Case IH
Tel: 01268 292821 E: jeanne.langton@caseih.com