

St. Valentin, December 18, 2013

New publication on “Red Tractors”

Red Tractors 1958-2013: An Authoritative Guide to International Harvester & Case IH Farm Tractors in the Modern Era

Impressive book with 384 pages and more than 700 images / Evidence of Case IH technology developments in the past 55 years including behind-the-scenes insights

This brand new publication offers an unparalleled look at the International Harvester story and the next chapter that became the Case IH of today and the continuing legacy of successful agricultural equipment. “This book is a showcase of how far Case IH has come in the past 55 years,” says Matthew Foster, Vice President Case IH Europe, the Middle East and Africa. “We’re proud of our equipment’s heritage, and this book will be a showpiece for any Case IH or tractor collector.”

Published by Octane Press, “Red Tractors 1958-2013” was created by a team of dedicated writers, editors, photographers and researchers, led by long-time publisher Lee Klancher. “Case IH is proud to make these special items available for purchase now,” says Gabriele Hammerschmid, Case IH Marketing Director for Europe, the Middle East and Africa. “They’re pieces that any tractor enthusiast will want to add to their wish lists.” With 384 pages and more than 700 images, the history book includes behind-the-scenes insights from the engineers and executives who created the equipment. The images include never-before-seen concept drawings, prototype and archival images, and new photographs of restored and original-condition models by Lee Klancher.

The book explores the history of how IH and Farmall® tractors were built from the 1960s to the 1980s, and how IH and Case merged to become a global leader in agricultural equipment. Furthermore, the creation of the Magnum tractor, the first tractor launched after the merger, is detailed in the book, with contributions from Dr. Glenn W. Kahle, the engineer who oversaw the tractor’s design. Detailed accounts of every tractor line are written by several authors, including an industrial engineer who designed IH and Case IH tractors for decades.



PRESS RELEASE

“Red Tractors 1958-2013” will be published in regular and collector’s editions for global distribution. Regular editions will be hardcover, while collector’s editions will be leather-bound, packaged with four concept drawings of never-before-seen tractors. In addition to other Case IH publications such as the Farmall and Magnum Tractor calendars 2014, both editions of the new book “Red Tractors 1958-2013” will be available for purchase in English from www.octanepress.com, through your local Case IH dealer or anywhere books are sold. You can find out more about the book at: <http://youtu.be/AiE7clCKZdM>.

More information is available at www.caseih.com.

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.

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