

**Highly successful participation:**

## **Case IH and STEYR brands distinguished at Agribex 2015**

*International Fair for Agriculture, Stockbreeding, Garden and Green Areas in Brussels sees awards for Case IH and STEYR brands' stand and communication / Strong interest in the new Case IH Optum CVX and STEYR Terrus CVT models*

St. Valentin, 18.12.2015

Despite the tense situation for many European farmers in the meat and dairy sectors, interest of visitors in the innovative products and solutions of the Case IH and Steyr brands at the 69<sup>th</sup> Agribex Fair remained very strong. The international Exhibition for Agriculture, Stockbreeding, Garden and Green Areas took place at the Brussels Expo from 8 to 13 December 2015. In addition to the first appearance of the Optum CVX and the Terrus CVT models in Belgium, another highlight was the award for the "Most Beautiful Stand & Welcome Desk" and the prize for "Best Communication", both awarded to Case IH and Steyr this year. "We are thrilled that the way we present and communicate our innovative solutions for modern agriculture and forestry are appreciated so well, culminating in these two prestigious awards", emphasised Marc Devriese, Business Director Benelux, and Tjörven Van de Velde, Marketing Manager Benelux.

"At Agribex, we were certainly presenting our products with a strong tailwind", says Marc Devriese. "The fact that both the Optum CVX and the Terrus CVT achieved excellent results in the renowned DLG PowerMix shortly before the Agritechnica Trade Fair in Hanover in November, and the fact that both tractors were distinguished as "Machine of the Year 2016" at the Agritechnica Fair itself, made for very powerful and convincing messages to customers and customers to be on our stand," Devriese said. "With the stunning design of both new tractor models and the prized layout of our stand and welcome desk at Agribex, we were able to draw a lot of attention to the "inner values" of our products. All in all, this was a very successful and convincing presentation and we will certainly be back with new innovations at the 2017 Agribex", adds Tjörven Van de Velde.

### **Optum CVX and Terrus CVT: Innovative milestones in Case IH and Steyr history**

The Optum CVX and Steyr Terrus ranges consist of two models, each with compact 6.7 litre Efficient Power NEF engines from FPT Industrial, with 270 or 300hp at a rated speed of 2,100rpm. The engines fulfil Stage IV emission requirements without additional components such as particle filters and provide excellent fuel efficiency. The lower part of the engine block and oil sump has a specific design where the sump serves as the backbone of the tractor, thereby removing stress from the engine block. Whilst the typical weight of these tractors amounts to 11,000kg, the 'structural sump' allows for a maximum gross vehicle weight of 16,000kg, providing multiple ballast and payload

options. The continuously variable transmission used in the Optum CVX and Terrus CVT tractor ranges was engineered to reliably handle and transmit the high draft loads generated from over 300hp engines and ensure optimum traction. Two available speed options include 30m/h to 40km/h ECO, as well as a 30m/h to 50km/h ECO range. First Optum CVX and Terrus CVT tractors have already been delivered from the St. Valentin plant in Austria.

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Press releases and photos <http://mediacentre.caseiheurope.com/>.

More information about Steyr tractors is available on the internet at [www.steyr-traktoren.com](http://www.steyr-traktoren.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).*

*STEYR has been synonymous with leading technology and high-quality machinery for more than 60 years. Its premium Austrian-built tractor range focuses on outstanding comfort and precision operation, using proven technical innovations to maximise productivity for operators in the agricultural, forestry and municipal sectors. STEYR customers are backed by first-class support from STEYR's professional and highly experienced network of dealers. More information on STEYR products and services can be found online at [www.steyr-traktoren.com](http://www.steyr-traktoren.com).*

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