



Case IH Agriculture Equipment, Inc.

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Press Materials

CASE IH HONORS “YEAR OF THE FARMER” BY AUCTIONING OFF FOUR DAN DUNN ORIGINALS TO BENEFIT FFA

RACINE, Wis. (August 29, 2013)

Case IH is continuing the “Year of the Farmer” celebration in alliance with sister company Ram[®] Trucks by partnering with speed painter Dan Dunn of Paintjam to support FFA. Four specially-created Dunn pieces, painted during performances on the Case IH lot at the 2013 Farm Progress Show, are being auctioned online to generate additional funds for FFA.

“We wanted to honor the spirit of the ‘Farmer’ spot through Dan Dunn’s performance and the auction of his works,” says Kyle Russell, Case IH Senior Director of Marketing. “We are pleased to collaborate on this initiative to benefit FFA.”

This follows the \$1 million donation Ram Trucks made to FFA after fans viewed the iconic “Year of the Farmer” commercial online. The television commercial debuted during the 2013 Super Bowl and features commentary by legendary broadcaster Paul Harvey at the 1978 National FFA Convention. Images of American agriculture play on-screen during the commercial, which is how Dunn got his inspiration for the paintings.

View the paintings or place your bid in the online art auction hosted by Heritage Auctions at: www.HA.com/FFA. The auction is live now and runs through Sept. 30, 2013, at 10 p.m. CST.

“For more than 65 years, Case IH has recognized how FFA prepares the next generation of agriculture industry leaders through education and leadership,” says Russell. “Even by placing a bid in this auction, you are contributing to their future.”

All of the funds from the auction will be presented to FFA at the 2013 National FFA Convention in Louisville, Ky., Oct. 30-Nov. 2.

Case IH is a global leader in agricultural equipment, committed to collaborating with its customers to develop the most powerful, productive, reliable equipment – designed to meet today’s agricultural challenges. Challenges like feeding an expanding global population on less land, meeting ever-changing government regulations and managing input costs. With headquarters in the United States, Case IH has a network of dealers and distributors that operates in over 160 countries. Case IH provides agricultural equipment systems, flexible financial service offerings and parts and service support for professional farmers and commercial operators through a dedicated network of professional dealers and distributors. Productivity enhancing products include tractors; combines and harvesters; hay and forage equipment; tillage tools; planting and seeding systems; sprayers and applicators; site-specific farming tools and utility vehicles. Case IH is a brand of CNH (NYSE: CNH), a majority-owned subsidiary of Fiat Industrial S.p.A. (FI.MI).

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For more information, visit www.caseih.com.



Photo Caption:

Dan Dunn, Paintjam speed painter, creates a painting commemorating “Year of the Farmer” during the Case IH arena show at the 2013 Farm Progress Show. Four of the paintings will be auctioned off online to benefit FFA.



Photo Caption:

Case IH hopes to raise funds to benefit FFA by auctioning off four numbered paintings by speed painter Dan Dunn, all created in the spirit of the “Year of the Farmer” celebration.

