

## **Case IH demonstrates power of efficient farming at Customer Day in Zimbabwe**

*Case IH showcased its full line of equipment at the biggest demonstration event ever held by a single company with a single brand in Zimbabwe / The demonstrations covered the full crop cycle, from soil preparation to harvesting*

St. Valentin, 8 May 2017



PRESS RELEASE

Case IH and its distributor, Agricon Equipment Zimbabwe, held a Customer Demonstration Day in Chinhoyi at the end of April. The event – unprecedented in Zimbabwe for its scope, scale and execution – showed the value of advanced farming practices and the brand’s highly efficient equipment, and the profitability they can achieve. The Agricon team, supported by Case IH and other product specialists, conducted product presentations and field demonstrations for the 180 commercial farmers and investors in attendance.

### **The Case IH full solution**

On arrival at the field location, the participants discovered the impressive product display, which showcased how Case IH is able to offer customers a full solution for their requirements. They first encountered a full line up of the wide range of Case IH tractors, which included the best-selling JX75T utility tractor, the versatile Farmall A, Maxxum and Puma ranges, and the high-productivity Magnum 340, all the way up to the Steiger 600 and 550 powerhouses. At the centre of the display, two large Case IH tents hosted the product presentations. On the opposite side of the tents were two AF7140 combine harvesters featuring Case IH’s advanced Axial-Flow single rotor technology, the brand’s Patriot sprayers and a selection of implements. The display was completed by models of sister brand CASE Construction Equipment.

### **Productivity in action**

The focus of the event was on the field demonstrations of the Case IH equipment, which covered different phases of the crop cycle: land preparation; seeding, planting and strip-till; spraying and spreading; as well as hay making and harvesting.

Mr Neville Sealy, Commercial Manager of Agricon Equipment Zimbabwe commented: “This type of event is the best way of showing our customers the potential of modern and efficient farming

practices for their businesses, and for them to see first-hand how the full solutions Case IH offers can help them boost their productivity and profitability.”

### **An impressive and productive event**

The participating customers were impressed with the display and demonstrations. A customer said: “The presentations were very informative and the demonstrations really showed what performance can be achieved with the right equipment.”

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

*Case IH is the professionals' choice, drawing on 175 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is 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).*

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**For more information contact:**

Silvia Kaltofen

Ph: +43 7435 500 652

Case IH Communication Specialist Africa & Middle East

Email: [silvia.kaltofen@cnhind.com](mailto:silvia.kaltofen@cnhind.com)