

Agritechnica Highlights 2015:**Fireworks of Case IH innovations and premiere of Optum CVX tractor range**

Harvesting technology, precision farming, continuous variable transmission – and the Optum CVX as completely new tractor range: Case IH introduces a broad range of innovations / Leading position in soil protection further strengthened / More than 2,000 square metres of exhibition space and Dealer Lounge in hall 5

St. Valentin/Hannover, 09.09.2015

Case IH will be presenting multiple innovations at this year's Agritechnica: Hall 5 of the fair ground in Hanover thus will become the meeting point for anyone interested in the almost loss-free and gentle threshing with the Axial-Flow, latest and especially user-friendly tools for precision farming, innovative technologies for continuously variable transmission – and the new Optum CVX tractor range in particular. "Visitors of Agritechnica have very clear conceptions of what modern agriculture has to deliver. It is a pleasure for us to present convincing Case IH innovations in Hanover again this year, innovations which offer optimum solutions and an excellent value for money to our customers", says Stefan Bogner, General Manager of Case IH Germany.

Optum CVX as "eye-catcher"

Compact, powerful, versatile – and on top of that a true "eye-catcher": Newly designed and developed, the Case IH Optum tractor range is not only the result of most intensive development work and testing, but also based on in-depth customer surveys conducted in Europe in particular. Without doubt, the new design will make the Optum CVX also one of the most striking highlights on the 2,000 square metres Case IH stand. "The new tractor range, developed and built in St. Valentin, is our distinct response to the requirements of the European market. With ample power, 4-speed rear PTO and 2-speed front PTO, a vast multitude of applications can be handled with ease: Customers will receive the optimum solution for just any kind of operational requirement", explains Norbert Zehne, Case IH Product Manager for tractors.

Case IH: the soil protection specialist

The rubber tracks of the Quadtrac, the most powerful production tractor in the world, and the optional rubber tracks on the front axle of large Case IH Axial-Flow combines have led the way: Ample power put on "large feet" does not only provide most impressive traction but also ensures effective protection of the soil against compaction or shearing and associated negative impacts. The Magnum

Rowtrac now successfully follows in these footsteps: "Rubber tracks on the rear axle of the Magnum deliver excellent traction. For customers in large farms and for contractors, this 'double plus' in performance and soil protection offers extended time windows for getting necessary work done – and thus a considerably relieves the strain in work peaks", emphasises Zehne.

In addition to the rubber tracks of Case IH – the best available solution for traction and soil protection in the upper horsepower segment in agriculture – also Advanced Farming Systems of Case IH offer a multitude of starting points for improved soil protection. "Precision Farming and exact guidance in the field are increasingly used for Controlled Traffic Farming, i.e. systems where continuous tracks are maintained and used for years, thus reducing the surface area in the field that is used for machine traffic. Such systems and many other elements of our Advanced Farming Systems will be presented at Agritechnica", says Zehne.

Top level harvesting technology

Making outstanding technologies even better yet is one of the secrets of the Case IH Axial-Flow combines' continued success story since more than three decades ago: The 140 and 240 series, both further optimised in the model year 2015, give impressive evidence why the Axial-Flow is righteously deemed the most gentle and most efficient threshing system. "A study that was just recently released confirms the threshing performance and the minimal grain losses of rotor combines. About 99% of the grain gets into the grain tank – instead of being blown onto the field with chaff and straw – and the further enlarged grain tank is just one of the many features of the latest models which allow for maximum operating efficiency", explains Andreas Retting, Manager Harvesting Technology at Case IH.

Innovation fireworks in all segments

In addition to the new tractor range, continuous upgrades as well as new developments in harvesting technologies, chassis developments and various enhanced or new elements of precision farming, also new and interesting developments in continuously variable transmission are introduced at Agritechnica for example. "Last but not least, such a trade fair is an excellent marketplace to maintain our extensive professional exchange with our dealers. As in previous years, we will therefore have our Dealer Lounge again. However, we will also fly our flag for the new generation of farmers – as sponsor of the Young Farmers Party of Young DLG", concludes Stefan Bogner.

Press releases and photos <http://mediacentre.caseih.europa.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.

For more information contact:

Cecilia Rathje
Ph: +43 7435 500 634

Case IH Public Relations Officer
Europe, Middle East & Africa

Email: cecilia.rathje@cnhind.com
www.caseih.com