

Case IH appointed new and successful distributor in Zimbabwe

Univern Enterprises (Pvt) Ltd is the new official Case IH distributor / Agricultural growth outlook and urgent needs for mechanization in Zimbabwe / Case IH is ready to support the sector's current and future needs with advanced farming technologies and equipment solutions / Precision farming technologies of interest among commercial and corporate farmers like Bosman Farming

St. Valentin, May 20th, 2015

Case IH has appointed Univern Enterprises (Pvt) Ltd as its official distributor in the Republic of Zimbabwe. The new dealership was officially celebrated during the annual Case IH Distributor Meeting for Africa and the Middle East recently held in Sankt Valentin, Austria. Furthermore, on April 26th and 27th a special launch event was organized by Univern Enterprises to introduce the brand to its customers and to promote Case IH products and advanced farming technologies.

“We are very excited about this collaboration,” says Jason Smith, of Univern Enterprises t/a Southern region trading company. “We are taking the market by storm reintroducing the Case IH brand in Zimbabwe. With its advanced farming technologies and equipment solutions, we intend to drive substantial changes and evolution in the country's farming methods.”

In Zimbabwe the agricultural sector provides livelihoods to 80% of the population and contributes for up to 18.5% to the Gross Domestic Product. The country is one of the world's biggest suppliers of tobacco but also sugar and cotton are important crops, in addition to other crops for food production. Although the majority of farmers are still engaged in subsistence practices, the Government is investing significantly to promote the transition toward more advanced farming methods and mechanization.

“Agriculture is the backbone of the Zimbabwean economy,” says Paul Duffy, Case IH Southern Africa Business Director. “With our extensive knowledge, a full range of powerful and reliable agricultural equipment and the excellent support of our dealer, we are ready to sustain the local Government and private sector's efforts to revitalize the country's agricultural sector.”

Established in 1996, Univern Enterprises is trading as Southern Region Trading Company. With headquarters and a 5,000 sqm service and parts centre in Harare, the company is able to provide high-quality sales, after-sales and technical support to assist customers throughout the country.

“Our focus is to offer the highest quality support to our customers,” says Smith. “We have developed our own in-house management system, which is the only one of its kind in Zimbabwe and one of the few available in Africa. This way, we can track automatically the equipment and their maintenance needs. We also offer a 24/7 call centre and a parts centre well stocked.”

Equipment solutions for Zimbabwean farms of all sizes

Through its partnership with Univern Enterprises, Case IH sells the all-purpose JX and JXT Series tractors, the renowned Farmall and Maxxum Series, and the high-horsepower Puma™ and Magnum™ Series tractors. The offering also includes the industry-leading Axial-Flow® combine harvesters, sprayers, seed drill and tillage equipment.

“The JXT and JX Series are well-suited for Zimbabwean small farmers looking for robust, maneuverable, highly versatile tractors,” says Smith. “But corporate farms are developing quite quickly in the country and we are ready to support them with high horsepower tractors, best-in-class Axial-Flow® combine harvesters, which are extremely appreciated for their reliability and efficiency, and a full line-up of precision farming solutions.”

Precision farming technologies are sparking a lot of interest among commercial and corporate farmers in Zimbabwe. “For example, we have recently supplied to Bosman Farming, a customer located in Lion’s Den, with one Axial-Flow® 7130 combine harvester, several tractors, including Maxxum 110, Puma 180, Magnum 290 and Magnum 340 units, and the necessary equipment for spraying, seeding and tillage operations,” says Smith. “These units have been appreciated for their integration with precision farming technologies and the customer is now evaluating to further expand its fleet with more Case IH machines.”

Plans for growth of a trusted partner

Univern Enterprises has already a strong reputation in the sector and has many plans for growth in the near future. “We are aiming to open three more service centres in Zimbabwe in the next months,” adds Smith. “In future, we intend to offer the full range of Case IH agricultural equipment with a dedicated focus on the high horsepower segments.”

Case IH is a global player with a long-established reputation for powerful, highly productive agricultural equipment and an incomparable heritage of leadership, innovation and reliability, built since its foundation in 1842 in Racine, USA.

The full line of Case IH agricultural equipment includes small, medium and high-power tractors up to 670 hp, Axial-Flow® rotary combine harvesters, round and square balers of all-sizes, hay and forage equipment, tillage, seeding and spraying tools and a complete line of specialized equipment such as the most advanced sugar cane harvesters and cotton pickers available in the market.

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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