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PRESS RELEASE

Case IH appoints new Harvesting Sales Manager



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Case IH, which pioneered progress in the harvesting of agricultural crops through its revolutionary Axial-Flow® technology, has appointed Robin McArd as Harvesting Sales Manager for the UK and ROI. In his new role Robin has responsibility for sales of Case IH combines and balers, a wide-ranging position which includes dealer sales development and sales training for all Harvesting Products.

A qualified agricultural engineer, Robin has extensive experience of the sales, service and operation of farm machinery which has earned him a strong reputation within the sector, where he is highly regarded for his abilities, particularly as a combine specialist. An excellent team leader, with extensive knowledge of the latest developments in harvesting technologies and their benefits to farmers, Robin has a long and successful track record in the sector.

Prior to joining Case IH Robin spent eight years with AGCO UK Ltd as Regional Sales Manager – MF Harvesting Machinery, where he was responsible for sales of all MF harvesting machinery, combine harvesters and square balers. Prior to that, Robin was Regional Manager for Valtra Tractors (UK) Ltd, a company he joined after five years with Same Deutz Fahr (SDF) as Combine Product Manager.

Commenting on his appointment, Robin stated:

“I am delighted to be joining Case IH at such an exciting time in the company’s development, with a range of combine harvesters and balers that is second to none.

“The Axial-Flow® has become an industry icon because of its innovative design, which has revolutionized harvesting technology. Its simple, straightforward design, excellent reliability and low running costs provide welcome points of differentiation from other combines on the market, which have become increasingly complex, time consuming to maintain and expensive to operate.

“The new range of Axial-Flow® models which were launched at Cereals is at the forefront of harvesting technology. They incorporate a raft of new features which are proving very popular with existing Case IH customers as well as those who are new to the brand. Increasingly, farmers appreciate the benefits of the Axial-Flow design which has stood the test of time, has been progressively developed over the years and is a versatile performer in all crops and conditions.

“The six new Axial-Flow models, the 5130, 6130 and 7130 from 299 – 415hp, together with the 7230, 8230 and 9230 from 449 – 571hp, were developed with extensive input from farmers and contractors to ensure that they provide exactly what our customers are looking for from a combine harvester. The redesigned cab which is now standard on all new Axial-Flow models creates the ultimate in operator environment, while new unloading technology and residue-management technology, which reduce the operator’s work load and increase productivity, help Case IH Axial Flow combines to lead in the field.”

Outside of work Robin, who has been married for 30 years and has two children, enjoys a range of hobbies, including renovating classic cars, antiques and gardening, at his home in Pointon, Lincolnshire.

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NOTES TO EDITORS

Case IH is the professionals' choice, drawing on more than 160 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 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

Press releases and photos are available online at <http://mediacentre.caseiurope.com>

