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Case IH Announces Certified Pre-Owned Program

Dealers, parts and finance organizations collaborate to give buyers top reliability, financing

RACINE, Wis. (Feb. 27, 2015)

Case IH, CNH Industrial Parts & Service and CNH Industrial Capital have announced a Certified Pre-Owned (CPO) program aimed at giving customers the best possible warranties and financing on late model Case IH Steiger® tractors, Magnum™ tractors and Axial-Flow® combines.

The new program will assign additional warranty on units that have met the stringent CPO qualification requirements. CPO standards will include a rigorous 100+ point inspection, fluid analysis (engines, hydraulic/transmission and coolants) and genuine Case IH parts wherever any replacement is necessary.



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Program Highlights:

- Includes late-model Axial Flow series combines and Steiger and Magnum tractors.
- Industry-leading Case IH Protection Plan with Extended Powertrain Coverage; 12 months/2,500 total engine hours, whichever occurs first for Steiger and Magnum tractors and 12 months/2,000 total engine hours, whichever occurs first for Axial Flow combines, covered by Case IH.

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NEWS RELEASE

- \$0 deductible on all qualified Certified Pre-Owned warranty visits.
- CNH Industrial Parts & Service will issue a \$100 reward card, which can be used to purchase genuine Case IH parts at a Case IH dealership, for each Certified Pre-Owned unit purchased.



Caption: The Case IH Certified Pre-Owned program aims to give customers the best possible warranties and financing on late model Case IH Steiger tractors, Magnum tractors and Axial-Flow combines.

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“This program will offer used equipment customers the reliability, warranty, special financing offers and peace of mind typically found only with new equipment purchases,” says Eric Weaver, Senior Director of Marketing for Case IH. “By partnering with our dealers, CNH Industrial Parts & Service and CNH Industrial Capital, we can ensure uniform quality standards, warranties, parts benefits and financing options across our network on our most popular brands.”

Case IH expects its dealer network to offer the first CPO-qualified units for sale, with financing offers from CNH Industrial Capital starting March 2015. Visit www.caseih.com/cpo for additional information.

CNH Industrial Capital provides a full range of financial services and products for the CNH Industrial family of leading agricultural and construction equipment brands.

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. 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 Industrial N.V. (NYSE: CNHI / MI: CNHI).

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