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Pretty in Pink! Case IH Offers New Line of Pink Rain Boots

RACINE, Wis. (August 7, 2014)

Case IH has introduced a brand-new collection of pink rain boots for toddlers, girls and women.

“After the success of our red rain boots for boys, we teamed up again with our footwear licensee Eastman Footwear to create a collection of boots that women and girls could wear in a variety of settings,” said Sarah Pickett, Licensing and Merchandising Manager with Case IH. “In addition to style, comfort and safety were two of the most important attributes for this new product line.”

All boots in the collection feature premium comfort, patterned lining; a reflective black seam for safety; and an adjustable buckle for a custom fit.

The women’s and girls’ boots come in the color very pink camo and are available in full sizes 7 to 10. The toddler boots feature the Case IH logo and the character Fern Farmall. Available in sizes 7 to 13 and girls size 1. All children’s boots are made with thick treads for maximum traction and loop handles to allow small children to pull them on with ease.

To order Case IH rain boots, please visit www.shopcaseih.com or see your nearest Case IH dealer.



NEWS RELEASE

About Case IH

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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