

Case IH Agriculture Equipment, Inc.

**For More Information, contact:**  
Dan Danford 262/636-7359  
[dan.danford@caseih.com](mailto:dan.danford@caseih.com)

## **New Digital Tool Helps Producers Find the Right Red Tractor for Their Operation**

**RACINE, Wis.** (June 16, 2014)

Case IH is simplifying the decision of choosing the right red tractor for many operations with the new digital Right Red Tractor tool.

"We designed the Right Red Tractor digital tool in the spirit of helping producers be ready to make beneficial equipment purchasing decisions for their operations," says Zach Hetterick, Tractor Marketing Manager for Case IH. "From landscaping to livestock, from feedlot to vineyard, Case IH has a tractor that will meet customers' needs and we are dedicated to helping them find it."

Using the Right Red Tractor digital tool is simple for producers looking for a tractor up to 120 horsepower. After logging on to [caseih.com/RightRedTractor](http://caseih.com/RightRedTractor), producers are asked five simple questions they need to consider when purchasing a new tractor. The questions include how much they will be using the tractor, how much power they will need, whether or not they would like a cab, etc. As soon as the questions are answered, the producer gets a recommendation of which Case IH model will best meet their needs.

### **Helping Producers Meet Their Needs**

The Right Red Tractor tool was designed specifically as a digital tool, optimized for mobile use, because research shows producers are increasingly using mobile technologies. Float Mobile Learning, a consulting firm that develops mobile strategies for major agricultural organizations, conducted research in 2012 that shows ninety-four percent of producers own a mobile phone or smartphone and smartphone adoption among U.S. producers jumped from 10 percent in 2010 to 40 percent a year later.

Furthermore, recent research showed Case IH what livestock producers look for when purchasing equipment. Producers in the study, sponsored by Case IH, who reported a significant portion of their income as generated from livestock operations, say they look for low-maintenance and easy-to-use equipment from an innovative manufacturer.

"Case IH understands that each livestock producer's operation is different and the equipment needs to be able to meet producers' varied demands," says Hetterick. "The Right Red



PRESS RELEASE

Tractor digital tool is a great place for producers to start when they're looking for a lower-horsepower tractor."

#### **Knowledgeable People in the Field**

In addition to the Right Red Tractor digital tool, Case IH dealers and product specialists can provide producers with additional information to further guide producers' decisions and help customize the tractor to meet their needs.

Case IH recently expanded personnel in the field to further support customers and Case IH dealers. Eleven new livestock specialists located across North America provide customer service and insight to producers, as well as dealer training and education to make sure everyone has the most up-to-date information to efficiently operate Case IH equipment.

Try out the Right Red Tractor tool today at [www.caseih.com/RightRedTractor](http://www.caseih.com/RightRedTractor).

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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## What type of work are you doing?



Field Work



General Farm  
Chores



Landscape /  
Mowing



Orchard /  
Vineyard

Case IH offers a range of easy-to-operate models to let you specify the low-maintenance, high-productivity tractor your operation demands, whether you need to do:

- Field work, like cutting, conditioning, baling or raking hay
- Chores, like moving forages or cleaning & feeding livestock
- Specialized lawn and landscape tasks
- Orchard or vineyard jobs

**Photo Caption:** The Case IH Right Red Tractor digital tool is designed to help producers make good equipment purchasing decisions for their operations. The simple tool was created to help producers be ready to choose the best Case IH tractor under 120 horsepower to meet their operation's needs.