

Case IH Agriculture Equipment, Inc.

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Red Tractors 1958-2013: An Authoritative Guide to International Harvester & Case IH Farm Tractors in the Modern Era

RACINE, Wis. (December 2, 2013)

This brand new publication offers an unparalleled look at the International Harvester story and the next chapter that became the Case IH of today and the continuing legacy of successful agricultural equipment.

“This book is a showcase of how far Case IH has come in the past 55 years,” says Jim Walker, Vice President, Case IH NAFTA. “We’re proud of our equipment’s heritage, and this book would be a showpiece for any Case IH or tractor collector.”

Published by Octane Press, “Red Tractors 1958-2013” was created by a team of dedicated writers, editors, photographers and researchers, led by long-time publisher Lee Klancher. Octane Press also created two 2014 calendars: the “Farmall Calendar 2014” returns after a strong 2013 season and the “Magnum Tractor Calendar 2014” commemorates the 25th anniversary of the Case IH Magnum™ tractor.

“Case IH is proud to make these special items available for purchase now,” says Dan Danford, Case IH NAFTA Public Relations & Sponsorship Manager. “They’re pieces that any tractor enthusiast will want to add to their wish lists.”

With 384 pages and more than 700 images, the history book includes behind-the-scenes insights from the engineers and executives who created the equipment. The images include never-before-seen concept drawings, prototype and archival images, and new photographs of restored and original-condition models by Klancher.

The book explores the history of how IH and Farmall® tractors were built from the 1960s to the 1980s, and how IH and Case merged to become a global leader in agricultural equipment.

The creation of the Magnum tractor, the first tractor launched after the merger, is detailed in

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the book, with contributions from Dr. Glenn W. Kahle, the engineer who oversaw the tractor's design.

Detailed accounts of every tractor line are written by several authors, including an industrial engineer who designed IH and Case IH tractors for decades.

"Red Tractors 1958-2013" will be published in regular and collector's editions for global distribution. Regular editions will be hardcover, while collector's editions will be leather-bound, packaged with four concept drawings of never-before-seen tractors.

Both editions of the book and the calendars are available for purchase from www.octanepress.com, through your local Case IH dealer or anywhere books are sold. You can find out more about the book at: <http://youtu.be/AiE7cICKZdM>.

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. Challenges like feeding an expanding global population on less land, meeting ever-changing government regulations and managing input costs. 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 (NYSE: CNH), a majority-owned subsidiary of Fiat Industrial S.p.A. (FI.MI).

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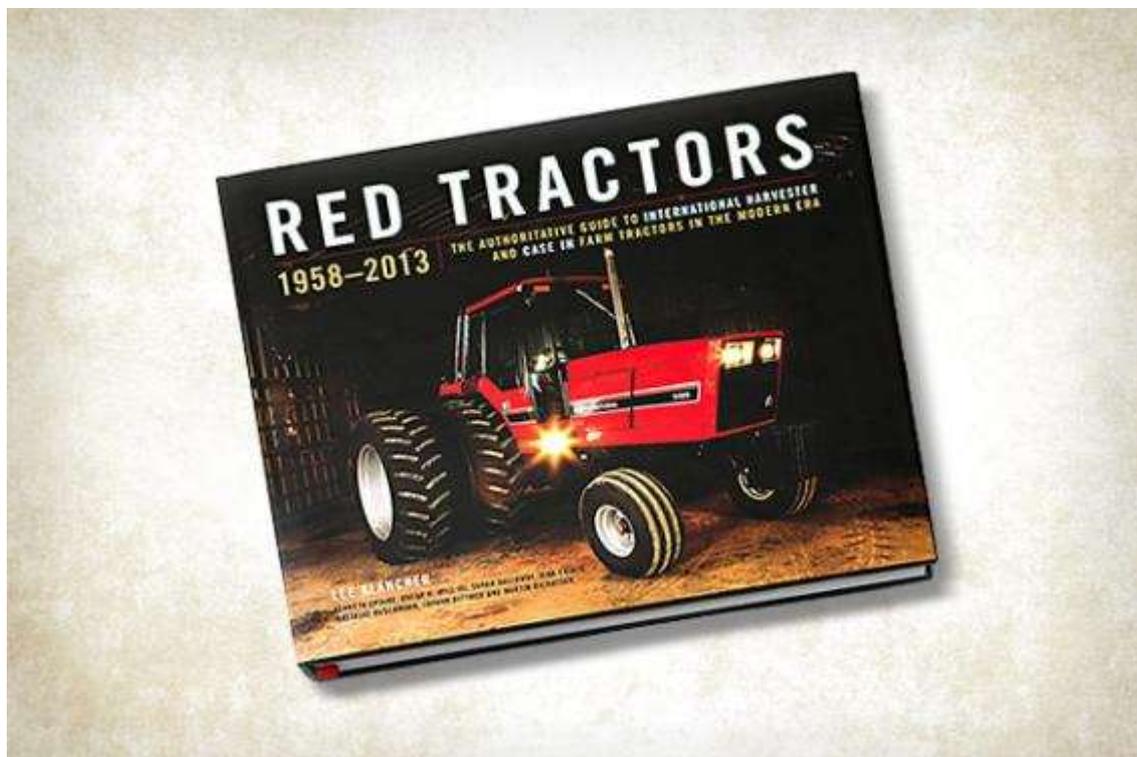


Photo caption: “Red Tractors 1958-2013” offers an unparalleled look at the International Harvester story and the next chapter that became the Case IH of today. The book is available for sale at www.octanepress.com, www.ShopCaseIH.com, your local Case IH dealer or wherever books are sold.