



**Case IH Agriculture Equipment, Inc.**

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## **Special Media Alert:**

# **CASE IH OFFERS LOCAL BOUNTY TO WINNING BIDDERS OF FOUR “YEAR OF THE FARMER” PAINTINGS**

*Case IH will match winning bidder’s price in donation to buyer’s FFA chapter*

**RACINE, Wis.** (Sept.19, 2013)

With only days remaining in a special online auction to benefit the National FFA Foundation, Case IH has pledged to match every dollar raised in the sale of four unique paintings created in tribute to the “Year of the Farmer” campaign of sister company Ram<sup>®</sup> Trucks. The matching pledge will directly benefit the FFA chapter of each winning bidder’s choice.

The four paintings are original performance pieces created in August by celebrity speed painter Dan Dunn during customer introductions to the 2014 line of new Case IH equipment. The paintings are a tribute to the “Year of the Farmer” campaign by Ram Trucks, a sister-company to Case IH.

“Dan Dunn has appeared on The Ellen DeGeneres Show, Last Call with Carson Daly, Late Night with Jimmy Fallon, and in numerous concert performances,” says Dan Danford, sponsorship manager for Case IH. “He typically sells his paintings for thousands of dollars, so the potential donation to local FFA chapters is substantial.”

The sale is hosted by Heritage Auctions at: [www.HA.com/FFA](http://www.HA.com/FFA). The auction is live now and **ends on Sept. 30, 2013, at 10 p.m. CST.**

All of the funds from the auction will be presented to FFA at the 2013 National FFA Convention in Louisville, Ky., Oct. 30-Nov. 2.

**A short video on the effort can be seen here:**

<http://youtu.be/h6BCmDEf7qg>

**To see a full video of one of the paintings being created, go to:**  
<http://youtu.be/VN6Ni1rNEjU>

*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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For more information, visit [www.caseih.com](http://www.caseih.com).



**LOT 1**



**LOT 2**



**LOT 3**



**LOT 4**

**Photo Caption:**

Case IH has pledged to match every dollar raised in the auction (ending 9/30/13) of four Dan Dunn originals created in tribute to "Year of the Farmer". The matching pledge will go to the FFA chapter of each winning bidder's choice.