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Case IH Wraps Up 2017 with Strong Brand Loyalty and Innovative Engineering

Vice president shares state of today's ag equipment business

RACINE, Wisconsin (December 6, 2017)

This year marked the monumental milestone of the 175th anniversary for Case IH. Jim Walker, Case IH vice president, NAFTA, reflects on the anniversary year and shares a positive outlook for 2018.

“Case IH is more than just Case and IH — it’s about the combined legacies and values of equipment companies, dealerships and farms that never settle for anything but the best,” Walker said. “Building on the strength of what Case IH is today, we have a lot of possibilities in front of us.”



Caption: Case IH celebrates its 175th anniversary in 2017. The common themes of innovative engineering, Agronomic Design™ and Efficient Power still guide the company today.

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Legacy of innovation

The history of Case IH goes back to 1842 when Jerome Increase Case founded Racine Threshing Machine Works to produce a revolutionary machine to speed up the separation of grain after harvest. This legacy combines with that of other historic agriculture equipment manufacturers to make the company Case IH is today.

“Over time, our company grew, diversified and acquired different businesses. Throughout this rich history, there continue to be three principles — innovative engineering, Agronomic Design™ and Efficient Power — that guide us in everything we do,” Walker said.

These principles have delivered the iconic equipment used on farms throughout the world, such as Farmall®, Maxxum®, Magnum™ and Steiger® series tractors; Early Riser® planters, Patriot® series sprayers and Axial-Flow® combines.

Strong brand loyalty

According to a [2017 Farm Equipment study](#), Case IH was voted the most loyal brand in the agriculture equipment industry. Case IH brand loyalty increased from 77% when the study was conducted in 2014 to 80% in 2017 — the highest percentage of any brand included in the survey.

“We thank our dealers for making this possible,” Walker said. “Case IH dealers are the ambassadors of the brand. They go to work every day to deliver the right solutions and best-in-class service to our customers.”

The study, conducted every three years, demonstrates the importance brand loyalty plays in the purchase of farm equipment. It’s also designed to show the role equipment dealers play in helping producers throughout the equipment buying process and ownership cycle.



Caption: Jim Walker, Case IH vice president, NAFTA, says innovative equipment engineering and precision farming technology will help make farmers more productive in 2018.

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A positive outlook for 2018

“Case IH is not backing off our investment in research and development,” Walker said. “We’re committed to finding new ways to help producers be more productive and profitable.”

Through a Customer Driven Product Design (CDPD) process, Case IH continues to bring new equipment to market — even through the downturn in the ag economy. Four of these products have been recognized by the American Society of Agriculture and Biological Engineers (ASABE) for 2018 AE50 awards, including:

- Trident™ 5550 liquid/dry combination applicator
- Steiger series tractor with new CVXDrive™ continuously variable transmission
- 2140 Early Riser planter with in-cab split-row lift system
- Nutri-Placer® 930 fertilizer applicator with new High-speed Low Disturbance (HSLD) coulter

“Innovative engineering and precision technology through our Advanced Farming Systems platform are what gives producers an edge. When you see a farm with red equipment, you know it’s a High-Efficiency Farming operation,” Walker said.

For more information about Case IH, visit www.caseih.com.

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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