

**For more information, contact:**

Marisa Riley, +1 651-338-4593

[mriley@bader-rutter.com](mailto:mriley@bader-rutter.com)

Sy Stevens, +1 262-636-0850

[sy.stevens@caseih.com](mailto:sy.stevens@caseih.com)

**Case IH Autonomous Concept Tractor Receives GOOD DESIGN Award**

RACINE, Wisconsin (December 20, 2017)

The [Chicago Athenaeum Museum of Architecture and Design and Metropolitan Arts Press Ltd.](#) has announced the Case IH [autonomous concept tractor](#) as one of the winners of this year's prestigious GOOD DESIGN® Award. The Museum's annual GOOD DESIGN Awards recognize the most innovative and cutting-edge industrial, product and graphic designs produced around the world.

Case IH first unveiled the world's first high-horsepower, cabless autonomous concept tractor at the Farm Progress Show in 2016, marking a revolutionary step forward in tractor design. The tractor was designed by the in-house Industrial Design Center at CNH Industrial and is based on the current Case IH Magnum™ series tractor (185-380 horsepower). The concept's design was focused on both form and function, reimagining the tractor for a future autonomous era by eliminating the traditional operator cab.

"This award marks a satisfying conclusion to the celebration of our 175<sup>th</sup> anniversary," says Andreas Klauser, Case IH brand president. "The autonomous concept tractor is perhaps the best illustration of how we are living up to the anniversary's tagline – Celebrating the Past by Looking Toward the Future."



*Caption: The Case IH autonomous concept tractor first debuted in August 2016 and the technology is currently being piloted on cabled tractors.*

Click [HERE](#) to download a hi-res version and access additional photos of the autonomous concept tractor.

After the reveal at the Farm Progress Show in August 2016, the tractor was shown at trade shows and events in France, Brazil, Argentina and Australia. “Over the past year, we have used this concept tractor as a way to kick off a dialogue with our customers as to what the future of farming will look like in five or ten years’ time,” Klauser explains.

“From talking to customers in different countries, we see that for the near term, they want to have the flexibility of still having a cab on the tractor. This is the direction we are taking because we want our customers to feel comfortable as they begin to delegate more tasks to the machines themselves,” Klauser says.

“We have already begun to see some of the applications of this concept study being applied in our current lineup — such as AFS AccuTurn™ and there are more introductions on the horizon.”

Advanced Farming Systems (AFS) AccuTurn takes the guesswork out of turning on headlands with automated headland-turning technology powered by software logic from the autonomous concept tractor. This next-generation AFS autoguidance technology provides hands-free, automatic and repeatable turns for increased productivity, improved accuracy and reduced operator fatigue.

“We will see more AFS product content in our offering to come in 2018,” Klauser says. “We are excited to be starting a pilot program with an evolved concept that incorporates the feedback from customers’ reactions to the concept, as well as additional testing. We are working with a key customer with intensive tilling applications to thoroughly test the



implementation of this technology.”

For more information about Case IH, visit [caseih.com](http://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).

###