

MEDIA RELEASE

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## Case IH Farmall celebrates rural heritage and commitment to regional Australia by giving back to communities

Case IH recently launched the Farmall Local Community Program, working with its dealer community to lend a helping hand to local charities and clubs in regional Australian towns.

For each Farmall machine sold up until 31 October, Case IH will contribute \$200 to the dealer's nominated local cause - a charity, sporting club, community project or even assistance to local fundraising.

The Case IH Farmall brand has been ingrained in the heart and soul of regional Australia since 1923 when its first legendary tractor was built, and is renowned for equipping farmers with its unified system of tractors and implements for plowing, cultivation and harvesting – all characterised by Farmall's revolutionary light design.

Today, it remains connected to rural Australia through the Case IH network of dealers – all of whom are part of, and strongly support, their local communities.

Marian Wright, Communications Manager – Case IH Australia and New Zealand, said, "We have a saying, that 'the heart of farming beats red', which serves as an important reminder that it's the farmers who are at the core of everything we do. We want to improve lives on the land and in local towns, and as part of our commitment to dealers and their communities are pleased to be working closely with dealers to provide support to local charities and clubs.

Case IH understands that within each community there are numerous not-for-profit groups that need a helping hand to achieve their goals, and the program enables dealers to identify where they can lend support.

"We recognise the incredible, selfless work that is done by volunteers to help others in the community, and we know that our dealers and their staff are very enthusiastic about being able to make a real difference to the lives of those who need it most – in some cases that's customers, neighbours or friends."

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Drawing on more than 170 years of heritage and experience in the agriculture industry, Case IH provides powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support required to be productive in the 21st century. More information on Case IH products and services can be found online at [www.caseih.com](http://www.caseih.com).

More news stories and high resolution images at [www.caseihpressroom.com.au](http://www.caseihpressroom.com.au).

*Case IH is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at [www.cnhindustrial.com](http://www.cnhindustrial.com).*

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