

MEDIA RELEASE

MR-95-0616

Issue date:21/06/16

Opportunity to test drive the best in farm machinery, as the Case IH Red Excellence Tour hits the road

The 2015 Case IH Red Power Tour saw a convoy of shiny new red tractors transported around the country on the back of three Iveco trucks, in a roadshow for regional Case IH customers. The tour presented the new Case IH product models for 2015, with over 250 customers attending events held in Perth, Kadina, Mildura, Dubbo and Rockhampton.

The tour will be happening again in 2016, and will be known as the Case IH Red Excellence Tour.

One customer who found the 2015 event to be invaluable is Neville Kies, who purchased a Case IH Farmall 105U after attending the tour in Kadina, South Australia.

Neville, a mixed farmer from South Australia's Barossa Valley, was in the market for a new utility tractor for his vineyard enterprise after talking to his local dealer about the Case IH Farmall 105U.

The Keis family has been farming in the Barossa Valley of South Australia since 1857. These days, they produce grapes for the Shiraz, Mataro, Semillon and Chardonnay wine markets across two farms, along with a broadacre crop rotation of cereals and pulses, and a small herd of Murray Grey beef cattle.

"We've always been Case IH orientated, we started using International Harvester machinery over sixty years ago and followed the transition into Case IH when the two brands united in 1985.

"That's not to say we don't look at other brands, but we're consistently happy with the Case IH products we've got, and the service and support we receive from our local dealer at Lyndoch Motors. They take a keen interest in what we do and how we do it and are a key factor in our decision to keep using Case IH products."

It was after discussions with Lyndoch Motors Sales Representative, Duncan McInerney, that Neville began researching the Case IH Farmall 105U.

"We had a Case IH 4230 which we purchased in 1994, and after some 20 years of use, we were ready to upgrade. Duncan told us that there was a new Case IH Farmall with a semi-powershift transmission coming onto the market. This sounded like it would fit in with our vineyard farming system, so we were about 80% committed to the purchase before attending the Red Power Tour."

"So we went to the tour with a specific purpose. It was great to have a look at the other products, but the real benefit was being able to talk to the Case IH Product Managers. They really got into

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the ‘nuts and bolts’ of the Case IH product and spent a lot of time answering questions from farmers – they really knew their product inside and out.”

The opportunity to test drive the Farmall 105U was also important to Neville, who wanted to get a feel for how the machine would perform in field under a variety of speed ranges.

“I was particularly interested in the powershift transmission so we were able to set the tractor up both with and without the Eco PTO, to see how it performs under particular speed ranges. I had an idea of the speeds that we want to work with – when spraying for instance, we work between 6.8 to 8km/hour – so it was enormously beneficial to be able to get a feel for this before making the purchase.”

“It was also fantastic to have a close up test of the ergonomics of the cab and controls. Case IH’s cabin layouts have really evolved to enhance operator comfort and convenience. Even with higher horsepower than our previous tractor, the Farmall 105U is very quiet in the cab – it’s a pleasure to operate and I’ve found it has really reduced my fatigue. As a result I’m able to spend more time in the Farmall 105U and get more done in a day.”

Since purchasing the Farmall 105U in 2015, Neville says he’s been impressed with the reliability and efficiency gains, which are helping his business with improved productivity.

“As a utility tractor, it’s small enough to work in the vineyards, but has the horsepower to back up our Maxxum 125 tractor and the weight to pull loads comfortably.”

The Case IH Red Excellence Tour is visiting Horsham and Toowoomba in July this year.

For more information contact your local Case IH dealer or visit www.caseih.com.

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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.

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