

CASE IH CELEBRATES 175 YEARS AS A WORLD LEADER OF AGRICULTURAL SERVICES AND SOLUTIONS BY GIVING AWAY A BRAND NEW FARMALL 50 B!

PALMERSTON NORTH – (7TH June 2017) – This year marks the 175th anniversary of Case IH and to celebrate, Case IH New Zealand is giving away a brand new Farmall 50 B tractor!

Case IH New Zealand Operations Manager Tim Fanning is extremely proud of the legacy behind the brand he leads, as well as the innovative products the company continues to develop as it looks towards the future of agriculture. "The Case IH 175th anniversary is a testament to truly understanding what our customers' value most – things like quality, efficiency, power and precision. But we have never rested on our laurels. You only have to look at the autonomous tractor prototype released in 2016 to see that we continue to look towards the future".

Case IH are running a competition that they hope will allow their loyal customers to celebrate their 175 year anniversary with them. The aim of the competition is to find the tractor that best represents Case IH's proud history and heritage in New Zealand. To enter, people simply need to send in a picture of their tractor (Case IH, Case, International Harvester, David Brown or Farmall) and tell Case IH why they think it deserves to be chosen. The winner as judged by Case IH New Zealand will win a brand new Farmall B 50hp tractor!

Tim is looking forward to seeing the entries they receive into the competition, stating "there are literally thousands of our tractors all around New Zealand that are ingrained in our country's proud farming heritage. Names like Farmall and International Harvester live in the hearts and memories of generations of Kiwis that were raised on the farm. To help us celebrate this significant milestone in our history, we want to hear from our customers about what makes their tractor special. Please send in a picture and share a few words, we'd love to hear from you and we're giving away a new Farmall 50B tractor to the winner!"

You can enter this competition by visiting www.caseih.co.nz. The competition will run for two months, from the 1st June until the 31st July. The winner will be decided by Case IH management and will be announced on the 11th August 2017.

Case IH is imported in New Zealand by C B Norwood Distributors Ltd.

Images:

- 1. Case IH Concept Vehicle 4.jpg**
- 2. Norwood Case 175 rbphoto (158).jpg**

For More Information Contact

*Case IH NZ Operations
P O Box 1265
Palmerston North
Telephone: (0800) CASE IH
Facsimile: (06) 351-2728
E-mail: info@caseih.co.nz
Website: www.caseih.co.nz*