

Case IH showcases its product offering at AgraME 2018 in Dubai

Case IH invests in developing further its presence in the Middle East, area of strategic importance for the brand

St. Valentin, 20 March 2018

Case IH and its distributor Al Shirawi Enterprises participated in AgraME 2018, the show dedicated to Crop Farming, Animal Farming, Aquaculture and Animal Health, which was held in Dubai from March 6 to 8. On display on the stand were two of its most popular product ranges in the market: a Maxxum 125 tractor, a powerful multi-purpose machine that stands out for its excellent versatility and fuel economy, and a 541NW small square baler, valued for its ability to deliver season after season of heavy-duty baling. Case IH offers a full range of tractors from 35 hp to 600 hp, combine harvesters featuring its advanced Axial-Flow technology, industry-leading sugarcane harvesters, self-propelled sprayers and implements.

Marco Raimondo, Case IH Business Director Middle East and Africa stated: "The Middle East and Africa are key markets for Case IH, and we are investing in developing our presence in this area, bringing the technology and expertise we have acquired in our long history of more than 175 years. We are present in 35 markets, where we have established strong partnerships with first class distributors in order to provide farmers in these countries the premium quality that Case IH is known for."

Nadir Ekiz, Case IH Business Manager, Middle East GCC and East Africa added: "At Case IH we have a long history in this area, and we understand the needs of farming businesses operating in these countries. We are able to support them with our full line of equipment and all round parts and service support, as well as advice on the solutions that best fit each customer's specific operation."

In the United Arab Emirates, Case IH serves farming businesses in partnership with Al Shirawi Enterprises, its distributor since 2011. Case IH is close to its customers across the territory, thanks to Al Shirawi's showrooms and workshops located in Dubai, Abu Dhabi RAK and Fujairah. A fleet of mobile workshops and service vans provide fast and efficient support in the field.

Case IH has also set up a Corporate Farming team dedicated to supporting large agricultural operations. This team is able to provide expert advice on best practices for maximizing productivity through efficient mechanization.

Press releases and photos <http://mediacentre.caseiheurope.com/>.

Case IH is the professionals' choice, drawing on more than 170 years of heritage and experience in the agricultural industry. A 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 and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com.

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.



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