

New Case IH dealership opens in Russia's Southern Federal District

Increased support for agricultural operations in important farming region

Matveev Kurgan, April 2018

Case IH has recently opened a new authorised dealer center to support farming operations in Russia's Southern Federal District. The new Altair dealership in Matveyev Kurgan, in the Rostov region, increases the number of Case IH service centers in the District to five. Altair is also planning to open a sixth service center in Salsk, Rostov region, under a similar project.

The dealership's official opening ceremony in April coincided with the 10th anniversary of Case IH signing a strategic partnership agreement with Altair, one of the largest suppliers of agricultural machinery and spare parts in the south of Russia. Altair was founded in 1997 and today has 12 branches in the Rostov, Stavropol, Adygeya and Krasnodar regions.

Thomas Rausch, CNH Industrial's Product Support Manager in Russia, said: *"The Southern Federal District has always been a strategic region for Case IH, as the local agriculture has great potential here. Total supplies of machinery to the south of Russia have been consistently high since 2008. These cover a broad range of agricultural equipment meeting the needs of a wide variety of customers: from small farm households to large agricultural holdings. The new dealership in Matveyev Kurgan will provide additional support to the development of agricultural businesses in the region."*

The new dealership extends to an area of 5,000 square meters, with a 230 square-meter service center equipped to the highest international standards and capable of working on many different types of agricultural machinery. In addition to this on-site service facility, the dealership's team of engineers will also answer customer calls for assistance with a mobile service, to minimise machine downtime.

Vladimir Boldin, Altair's CEO, commented: *"In modern agriculture, the demand is growing greater for intelligent machines with smart electronic systems to improve productivity, and for very professional and prompt service. We are proud to offer these things by combining Case IH's world-renowned machinery with Altair's excellent after-sales service."*

In Russia, Case IH offers a full range of equipment for professional, large cash-grain, row-crop producers and contractors for use in soil preparation, seeding, crop protection and harvesting. These include tractors in all sizes, from small Quantum to Quadtrac; Axial-Flow rotary combines; seeders;



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tillage equipment; Patriot sprayers and self-propelled windrowers, supporting its Russian customers through its broad dealer network across the country.

Among Case IH's most popular products in Russia are Magnum and Puma tractors, and Axial-Flow combines. Of these, the Puma 210 is locally produced in Naberezhnye Chelny.

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Press releases and photos: www.caseihmediacentre.com

Case IH is the professionals' choice, drawing on over 175 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is 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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