

## Case IH Magnum™ 3154 Tractor Wins Product Innovation Award at CIAME 2017

*Magnum tractor receives honour for its high performance and proven value in the Chinese market. This acknowledgment of excellence comes in Case IH's 175th Anniversary year and the 30th anniversary of the Case IH Magnum Tractor Series.*

Wuhan, 26 October 2017

Case IH, a brand of CNH Industrial, has again been awarded for the excellence of its agricultural machinery at the China International Agriculture Machinery Exhibition (CIAME), one of the most important events for agricultural mechanisation in China. The 2017 edition of the annual event took place in Wuhan, the capital of Hubei province, from October 26th to 28th.

The prestigious CIAME Awards are conferred on the best technologies and machines on show under the auspices of the China Association of Agricultural Machinery Manufacturers (CAAMM), China Association of Agricultural Mechanisation (CAAM), and China Agricultural Machinery Distribution Association (CAMDA). The Magnum 3154 Tractor stood out among 332 products entered from other companies to win the Product Innovation Award at this year's exhibition. This 315 hp tractor provides operators with the ultimate mix of industry-leading horsepower and fuel efficiency.

*"We are especially proud to win an award judged by experts in the world's biggest and most demanding agricultural economy," said Marco Gerbi, Case IH Brand leader for China, "This is very welcome recognition of the Magnum tractor's innovation, reliability and productivity."*

The Case IH Magnum Tractor Series are produced at the Harbin plant, the largest agricultural manufacturing facility in Northeast China that offers a wide range of product solutions to suit the specific needs of Chinese customers.

### **The Magnum has been setting standards for 30 years**

Since 1987, Magnum Series tractors have evolved to become the first choice of large scale farmers and contractors who demand the best. Thirty years later, Magnum tractors are used in some of the most demanding agricultural applications worldwide. They have built a legacy for exceptional performance, reliability and durability that has been built on customers' needs.

Benefiting from the high-efficiency engine technology of in-house engine specialist FPT Industrial, Magnum Series tractors have ground-breaking pulling power and torque and the highest horsepower in their class. They power through tasks quickly and efficiently, delivering impressive productivity day after day with dependable reliability.



PRESS RELEASE

Magnum tractors are also famous for making the operator's job easier. Case IH was the first manufacturer to remove the exhaust from the center of the hood, lowering noise levels and improving visibility, and today's supremely comfortable cabins have leather upholstery, a suspended seat, controls placed strategically within easy reach, and a smooth ride.

### **Magnum Tractor's strength is rooted in Case IH heritage**

The Product Innovation Award is another cause for celebration at Case IH, which commemorates its 175th anniversary in 2017.

In the 175 years since Jerome Increase Case established the Racine Threshing Machine Works in Wisconsin, USA, Case IH has grown into a global agricultural equipment leader. Distinguished innovations in the company's history include the first steam engine tractor, first self-propelled traction steam engine, and the world's first row-crop tractor.

This year also marks the 30th anniversary of the Magnum Tractor Series. Following its launch in 1987, the 1988 model year Magnum tractor was the first designed and built under the name of Case IH, which resulted from the merger of J.I. Case and International Harvester.

Today Case IH is part of CNH Industrial, and it is a leading brand in combine harvesting and the market leader in various segments such as large tractors, self-propelled sprayers, cotton pickers and sugarcane harvesters.

### **Case IH showcases its offering for the Chinese market**

In addition to showing the award-winning Magnum 3154 tractor (315 hp) at CIAME 2017, Case IH is also exhibiting other products that are well-known and appreciated in the Chinese market. Among them are the multi-award winning Case IH Axial-Flow® 4077 (180 hp) in a new Corn Special version and 4088 (210 hp) HD combine harvesters, industry-leaders in productivity that are also engineered for simplicity and reliability; the Maxxum® 1404 tractor (140 hp) launched with success in 2017 across all China, which has the versatility and productivity for operations from fieldwork to loader work; and the Puma® 2254 (225 hp) with CVT transmission as well as the Puma® 2304 (230 hp) full-powershift multipurpose tractors, with just the right size and power to handle a variety of tasks. All machines equipped with FPT engines and can be fitted with AFS system solutions for precision farming.

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Press releases and photos: [www.caseihmediacentre.com](http://www.caseihmediacentre.com)

*Case IH is the professionals' choice, drawing on 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](http://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](http://www.cnhindustrial.com).*

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