

## **Case IH extends Magnum tractor family with powerful new model at the top of the range**

*The new Magnum™ 3404, a high-horsepower model specifically developed for the Chinese market, attracted lively interest at its official launch during the Xinjiang Agricultural Machinery Fair in Urumqi.*

Xinjiang, 7<sup>th</sup> May, 2018

Case IH launched the new Magnum 3404 tractor, extending its Magnum family in China, which now includes three models: the 265 hp Magnum™ 2654, the 315 hp Magnum™ 3154, and the new model with 340 hp.

The ceremony was held on the Case IH's stand at the Xinjiang Agricultural Machinery Fair, where Luca Mainardi, CNH Industrial Country Manager for Agriculture and Construction equipment, China, and Li Kang, CNH Industrial Commercial Director, China, presented the latest addition to the Case IH offering.

The Case IH Magnum 3404 tractor is designed to match the specific requirements of the Chinese market, offering the most demanding large-scale farming operations a tractor capable of powering through heavy-duty field applications with the highest efficiency. It features a new 8.7-litre boosted common-rail engine developed by FPT Industrial that develops 340 hp rated power, 409 hp peak power and delivers a power boost of up to 69 hp and high torque reserve. With PTO power up to 285 hp and up to 10,022 kg lifting force, the new model can tackle all the heavy-duty tasks on the farm with ease.

The new Magnum model bristles with advanced operating functions such as Constant Engine Speed, Engine Power Management, Automatic Productivity Management and Headland Management Control which take productivity and efficiency to a new level. It is also Auto Guidance Ready, so that all the system's electric and hydraulic components are fitted in the production plant to the highest Case IH quality and manufacturing standards. This makes it easy to add automatic guidance and enjoy all the benefits of high precision and efficiency of this advanced feature.

Mr Mainardi said: *"The Case IH Magnum tractor has earned a well-deserved reputation as a valuable asset for large-scale farmers and contractors who are looking for ways to maximise the efficiency of their operations. This reputation is spreading, as shown by the recent landmark agreement for the supply of 70 Magnum tractors to the Xinjiang Lihua Cotton Industry Co. in order to improve its production efficiency through large-scale mechanisation and standardisation of planting. The new Magnum 3404 brings into the Chinese market a tractor that further raises the bar on power and productivity."*



The new Magnum 3404 is the latest in a product family with a powerful heritage: the Magnum Series was first launched just over 30 years ago, and has since evolved to become the first choice of large-scale farmers and contractors who demand the best. Powerful and efficient, this family of tractors can be relied on to consistently deliver impressive productivity and fuel economy. The superior comfort of the cab and intuitive operation of its controls make the Magnum a favourite of operators.

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*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](http://www.caseih.com).*

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