

## Case IH wins award as 'Most Influential Brand' for its high horsepower tractors

*Case IH receives prestigious award for the second time at the 2018 China International Agriculture Machinery Exhibition (CIAME).*

Wuhan, 26<sup>th</sup> October, 2018

Case IH, a brand of CNH Industrial, has been named 'Most Influential Brand', because of the excellence of its high horsepower tractors (above 100 hp), at the prestigious China International Agriculture Machinery Exhibition (CIAME) Awards. This is the second time in three years that Case IH has won the award, presented at one of the most important events for agricultural mechanisation in China.

Case IH was recognised, among 24 agricultural brands, through online voting and experts' reviews. The brand has earned a good reputation among Chinese customers because of the reliability and performance of its products, and the efficiency and professionalism of its service support.

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 annual Awards event took place this year in Wuhan, the capital of Hubei province, from October 26th to 28th.

Michele Monzio, Case IH China Product Marketing Manager, commented: "The Most Influential Brand award not only proves once again Case IH market leadership in high-powered tractors, but also reflects the trust and support of customers for Case IH products."

### **Case IH high horsepower tractor range in China**

The Case IH **Maxxum® Series**, with models up to 140 hp, is notably versatile. High levels of in-cab comfort and excellent outwards-visibility minimise driver fatigue, and high turning performance maximizes work efficiency. Maxxum tractors have joined the ranks of Case IH high horsepower tractors powered by FPT engines, with proven technology which increases performance and improves fuel efficiency. These tractors are designed to handle the multiple tasks of livestock operations, row-crop applications, and roadside mowing.

The Case IH **Puma® Series** provides excellent solutions for agricultural machinery users with models between 165 hp and 230 hp. The size and power of the Puma tractor can be adapted to the



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different needs of cultivating and pasture operations. A truly versatile and efficient tractor, the Puma is suitable for heavy-duty operations and joint land preparation, as well as light-duty operations such as sowing, cultivating and spraying. With an excellent power-to-weight ratio, Puma tractors maximise working efficiency and enhance return on investment. In Northeast China and Northwest China, Puma tractors have become the main model for joint land preparation and ploughing.

The Case IH **Magnum™ Series** includes three models for the Chinese market, offering between 265 hp and 340 hp. First launched just over 30 years ago, the Magnum Series has 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.

The Case IH **Steiger Series** offers the most powerful equipment to help producers achieve high-efficiency farming. Case IH launched three Steiger models in the Chinese market in 2017, offering from 470 hp to 500 hp and meeting the China III emissions standard. Steigers are available as wheeled and tracked models, giving users more choice and value.

#### **Case IH's strength is grounded in its heritage**

Case IH customers around the world benefit from more than 175 years of know-how. Since the 19th century, Case IH has been dedicated to the service of modern agriculture, pioneering equipment and innovations that have profoundly influenced the way agricultural businesses work.

Case IH's long history in China started at the beginning of the 20th century. The brand has provided vital support to China's agricultural mechanisation, gradually familiarising with the specific needs of local agriculture and establishing an increasingly close relationship with agricultural cooperatives and associations.

Today, Case IH is known for its high performance, high technology, high quality equipment. The brand is a market leader for large tractors, combine harvesters, sugarcane harvesters, self-propelled sprayers, and cotton pickers, as well as offering planters. Case IH's offering includes the flagship, high capacity equipment especially suitable for large-scale farming operations and the brand has introduced precision farming in China.

In addition to providing superior machinery, Case IH adds value to customers' businesses with an expert dealer network and in-depth training programs.

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