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Case IH Award-Winner Gets New Name

Case IH has decided to rebrand its award-winning 100-130hp tractors with CVXDrive transmission. The new name is Case IH Vestrum CVXDrive.

“We chose the name Vestrum because it means ‘yours’ in Latin,” says Peter Friis, Case IH Marketing Director Europe. “This tractor is dedicated to our customers who need a powerful and comfortable tractor to accomplish more throughout the varied tasks in their day.”

The rebrand will not affect any other features of the 100-130hp models, which all have the Case IH CVXDrive continuously-variable transmission as standard. The new range was launched at February’s SIMA in Paris, where it won the Machine of the Year 2019 award in the mid-class tractor category.

“We would like to reassure our customers that no other aspect of the tractor will change - all specifications remain the same as at the launch - and deliveries within 2019 will not be affected” said Thierry Panadero, Vice-President Case IH Europe “we will continue our launch activities and look forward to meeting our customers in the field and at shows in the coming months and present these fantastic tractors.”

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

Case IH is the professionals' choice, drawing on more than 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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