

Case IH display at the 2019 ADMA Agrishow features the largest combine on sale in Zimbabwe

Latest Case IH products and technologies displayed at the ADMA Agrishow / New Axial-Flow® 9240 combine harvester was a major attraction / Case IH distributor Agricon Equipment highlighted its services

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PRESS RELEASE

Case IH and its distributor in Zimbabwe, the Harare-based Agricon Equipment, exhibited a wide range of the latest Case IH products and state-of-the-art technologies at the 2019 ADMA Agrishow, which was held at the Borrowdale Racecourse in Harare from 13 – 15 June.

Their display included a selection of Case IH tractors, with examples from the **JXT Series** (55hp to 75hp), together with **JX** (59hp to 98hp), **Farmall JX** (75hp to 110hp) and **Maxxum** (112hp to 141hp) ranges. Also featured were models from the **Puma™** (142hp to 213hp), **Magnum** (250hp to 380hp) and **Steiger®** (406hp to 608hp) Series. Other Case IH machinery on show included a **Patriot self-propelled sprayer** and a 12-row **Early Riser® 2150 planter**.

The highlight of the event was the presence of the new 634hp **Case IH Axial-Flow® 9240**, the flagship model from the brand's combine harvester range, the first of its kind in Zimbabwe and the largest offered by any brand in the country.

Case IH 240 Series combines meet the requirements of the biggest farms, the largest contractors, the most demanding owners and the highest yielding crops. Developed and built to deliver the lowest operating costs and utmost reliability, at their heart is the proven **Axial-Flow®** single rotor technology which provides all of the benefits associated with this concept, including thorough threshing, minimum grain losses, gentle handling and excellent quality. Case IH headers to suit any crop are perfectly matched to the output potential of each Axial-Flow® model, ensuring optimum performance and smooth harvesting under all conditions.

Agricon sells and services a full line of Case IH products in Zimbabwe, as well as keeping a full line of genuine Case IH parts in stock to provide fast, proper maintenance of each piece of equipment it delivers. Focused on achieving the highest level of customer satisfaction, the company is pushing forward with the introduction of **Case IH Advanced Farming Systems (AFS™)** technologies which help owners to farm and manage their field operations more efficiently through increased control, productivity, efficiency and precision. The potential of the AFS range was highlighted at Agricon's

special advanced farming booth at the ADMA Agrishow.

“Agricon’s aim is to be the market leader through innovation and our young, dynamic team is helping customers to improve the efficiency and profitability of their businesses,” Neville Sealy, the company’s Commercial Director, stated. “We are developing innovative solutions, such as lease-hire options, to help farmers in the arable, cattle and dairy sectors access the latest machinery and harness its potential. Recently, we held a demonstration of the Axial-Flow 9240 combine, which created great interest from farmers who, like us, are dynamic, forward thinking and optimistic about the future.”

Modelled on the likes of Nampo in South Africa and the Agritech show in Zambia, the ADMA Agrishow is an annual event which is organised by the Agricultural Dealers and Manufacturers Association to provide companies with an opportunity to showcase their products and promote the benefits of modern farming practices and mechanisation.

Press releases and photos www.caseihmediacentre.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 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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