

CASE IH CELEBRATES 100 YEARS OF FARMALL, THE ONE FOR ALL

Tractor introduced in 1923 celebrates its 100th anniversary

St. Valentin, February 6, 2023

Today, Case IH kicks off global celebrations honouring the 100-year anniversary of the Farmall tractor. The iconic Farmall model was initially introduced in 1923 as the all-purpose tractor designed to revolutionize the agriculture industry.

This celebration will take place during a year-long, multi-faceted campaign anchored in the concept of Farmall being “The One For All”. Through social media, video stories and a dedicated microsite, everyone will get the opportunity to learn more about the history and continuous evolution of Farmall.

“In 1923, we set out to design a tractor that could replace horses, and today, our Farmall still serves as the workhorse on farms across the globe,” said Scott Harris Case IH global brand president. “Generation after generation, Farmall has been a symbol of modern farming, and we’re excited to bring these stories to life over the course of 2023.”

Major milestones for Farmall include:

- 1923: International Harvester engineer Bert R. Benjamin designs the first Farmall prototype
- 1931: The F Series is presented for farmers with more acreage
- 1939: Second generation Farmall designed by Raymond Loewy
- 1941: Farmall introduces the world’s first diesel row crop tractor
- 1947: The 1,000,000th Farmall rolls off the line
- 1958: The most popular tractor in the US, the Farmall 560 is introduced
- 1965: First 2WD row crop tractor to exceed 100 horsepower is a Farmall
- 1971: Farmall goes global with tractors sold in 125 countries and components made in eight.
- 1974: Case IH sells its 5 millionth Farmall – the first tractor to ever reach that number

With the reintroduction of Farmall in 2003, Case IH has continued to expand the lineup of products spanning from 25 to 120 horsepower. The global Farmall legacy continues today with more than 30 models to choose from, and this iconic tractor series will continue to evolve alongside the customers who made this milestone possible.



PRESS RELEASE

“Case IH is committed to creating a sustainable and productive future,” continued Scott. “We are proud to have 100 years of Farmall as our legacy and we’re excited to be looking towards the next evolution of this tractor and what it will mean for our community of farmers worldwide.”

Continue to check Case IH social media pages for more information on Farmall's 100th anniversary and the dedicated website launching soon.

Press releases and photos: <https://www.caseihmediacentre.com>

Case IH is the professionals' choice, drawing on more than 180 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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