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Mitsubishi Mahindra Agricultural Machinery and CNH sign Distributor Agreement for Case IH agricultural products in Japan

Bangkok, Thailand | June 7, 2024

On June 1, 2024, Mitsubishi Mahindra Agricultural Machinery Co., Ltd. (hereafter MAM), represented by Toru Saito, Chief Executive Officer of MAM, signed a distributor agreement with CNH, a world-class equipment and services company, for its Case IH agricultural machinery in Japan.

MAM currently sells and services Case IH products in Hokkaido. By becoming the distributor for Case IH agricultural machinery in Japan, MAM is poised to expand sales nationwide, including in the Honshu and Kyushu regions where farmland sizes are becoming larger.

Upon signing the agreement, MAM CEO Toru Saito said, "We have been involved in sales and service of Case IH agricultural products for many years, and this distributor agreement is a recognition of our long relationship and MAM's performance. Being able to distribute one of the world's most recognized brands across Japan will enhance our market presence and support our long-term business strategy. We will endeavor to meet CNH's expectations."

"We are honoured to mark this significant milestone with MAM, one of our longest-standing partners in Japan. This expanded distributorship will unlock new growth opportunities and bring best-in-class machinery and precision farming solutions that can enhance efficiency, sustainability, and productivity for farmer communities across Japan," said Mark Brinn, Managing Director of CNH for Southeast Asia and Japan.

While the domestic agricultural machinery market is gradually shrinking, there is a shift toward larger machines due to consolidation of farmlands; and market demand for tractors of 100 horsepower or more is growing steadily. Currently, the main Case IH agricultural products offered in Japan are the 100 - 200 horsepower tractors and MAM will continue to





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collaborate closely with CNH to enhance its product lineup to meet the needs of Japanese farmers.

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Case IH is a global leader in agricultural equipment, committed to collaborating with its customers to develop the most powerful, productive, reliable equipment — designed to meet today's agricultural challenges. With headquarters in the United States, Case IH has a network of dealers and distributors that operates in over 160 countries. Case IH provides agricultural equipment systems, flexible financial service offerings and parts and service support for professional farmers and commercial operators through a dedicated network of professional dealers and distributors. Productivity-enhancing products include tractors; combines and harvesters; hay and forage equipment; tillage tools; planting and seeding systems; sprayers and applicators; and site-specific farming tools. Case IH is a brand of CNH Industrial (NYSE: CNHI)

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