



PRESS RELEASE

Case IH Hosts Harvester Technology Immersion in Thailand

Buriram Sugar Factory management and leading sugarcane farmers explore the latest harvesting innovations at CNH Thai Branch in Bangkok



Bangkok, June 23, 2025

Case IH, a brand of **CNH**, welcomed some 200 participants from Buriram Sugar Factory and sugarcane farmers to its company in Bangkok for a deep dive into the latest sugarcane harvesting machinery and technologies. The day-long event provided attendees with a hands-on experience of **Case IH Austoft 9000** and practical training on operational best practices.





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Mark Brinn, Managing Director for South-East Asia and Japan at CNH.

“At CNH Thailand, we believe in building true partnerships — not just the traditional relationship between manufacturer and customer. We have been proudly established here for seven years, and each year we remain committed to strengthening our relationships with sugar mills across the country. It is an honour to welcome the team from Buriram Sugar Factory and the dedicated farmers who joined us today. We hope this immersive experience has helped build confidence and empower them to adopt modern machinery with greater ease. With the full support of our local team, we are committed to delivering reliable service and long-term value here in Thailand,” said **Mark Brinn, Managing Director for South-East Asia and Japan at CNH.**

The event was structured into three themed sessions. Participants first attended a classroom presentation on how to achieve cleaner harvesting and reduce yield losses. They then explored the design, features, and benefits of the Case IH Austoft 9000 through an in-depth product walk-around, followed by a guided tour of the Thai branch to observe CNH’s operational facilities in action.



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A highlight of the immersion was the **Case IH Austoft 9000**, a next-generation sugarcane harvester that incorporates innovations to boost productivity and reduce operating costs. Equipped with a powerful 420 hp FPT Cursor engine that operates at a low speed of just 1,600 rpm, the Case IH Austoft 9000 helps reduce fuel consumption by approximately 10% while extending engine life by over 50%. It also features an intelligent Feed-Rate Control system that automatically adjusts the cutter speed and hydraulic flow in real time, including slowing down the harvester when needed. This ensures consistent, efficient cane cutting and reliable performance under heavy-duty operation. Its modular chassis design, improved cooling system, and telematics connectivity make it easier to maintain, operate, and optimise the performance



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“The event focused on reducing sugarcane losses by teaching farmers techniques like field layout, ploughing operation and soil moisture management. Advances in machinery also help; the upgraded Austoft 9000 features cleaner separation, precise low-cutting of sugar cane, improved conveyor and chopping systems, adjustable billet length, and fan speed optimisation. These improvements promote sustainable farming and reduce yield losses.”





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Niran Tangchuthongchai, Sales and Marketing Director at CNH Thailand.

"We hope this immersion has given participants not only greater confidence in using modern machinery, but also a deeper understanding of how innovation can be applied to their own work," said **Niran Tangchuthongchai, Sales and Marketing Director at CNH Thailand**. "Our goal is to support farmers and sugar producers in adopting technologies that are practical, efficient, and sustainable — tools that can truly make a difference in the way they work and grow."

This open-house event served as a meaningful opportunity to share technical knowledge directly with those working in the field. By engaging with both the machinery and CNH experts firsthand, participants left with practical insights into how technology can transform their daily operations and strengthen long-term outcomes.

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About Case IH:

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.





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Case IH is a brand of CNH, a world leader in capital goods listed on the New York Stock Exchange (NYSE: CNH). More information about CNH can be found online at www.cnh.com.

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