

# FARM FORUM

NEW ZEALAND EDITION

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For those that demand performance without the frills, the Maxxum Classic offers a functional package with essential features to ensure you get the most from your investment.

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- ✓ **16x16 Semi-Powershift transmission** for versatility to tackle any task
- ✓ **113 l/min CCLS high flow hydraulic pump** to power big implements
- ✓ **High capacity lift cylinders** provides up to 6,220kg at ball ends
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**MAXXUM 125**  
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**\$89,990** PLUS GST

OR FINANCE FROM JUST  
**\$1,479 PER MONTH\***

\*Based on 30% deposit and 48 month term loan, GST upfront.

**MAXXUM 140**  
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# WELCOME

The word “innovation” is thrown around a lot in the agricultural industry, particularly when it comes to manufacturers making claims about the products they are trying to sell you. The term is used so frequently, it seems that even the most incremental change or improvement to something can inspire its use. In other words, innovation has become a bit of a cliché.

In a competitive marketplace, the need to keep making things better is in actual fact a necessity; those that fail to continuously improve and take advantage of new technologies will quickly get left in the dust.

At Case IH, since 1842 we have built our heritage by making things faster, more powerful, precise, efficient, cleaner, easier to use, service and maintain – a dedication to making our customers all

over the world more profitable at what they do.

Throughout our history we have also made fundamental changes to the way people farm the land. In 1876, our founder J.I Case built the first ever self-propelled steam powered tractor. In 1919, we came up with the first commercial power take-off. In more recent times, we pioneered the first continuously variable transmission.

I was fortunate enough to attend the global launch of our latest groundbreaking technological advancement at the recent Farm Progress Show in Boone, Iowa in late August. The autonomous concept vehicle, which features in this edition of Farm Forum, is a fully functioning prototype with the potential to set a new direction for agriculture. It also represents the progressive,

forward thinking approach of Case IH, and helps us to define and understand the true meaning of innovation.

Tim Fanning  
Case IH Operations Manager



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# COMPACT TRACTORS

## THE SMART ALTERNATIVE TO QUAD BIKES

Farmers are looking to compact tractors as an alternative to quad bikes, as they are considered safer and more versatile, and often at a similar cost. But compact tractors like the Farmall B from Case IH offer much more.

The three point linkage, power take-off, hydraulics and a front end loader open up a range of opportunities not possible with a quad. The three point linkage can be used to carry a transport tray for ferrying gear and calves, or a blade for scraping yards, cleaning tracks and the calf shed. With PTO, a fertiliser spreader, mower, or post hole borer can be used. With hydraulics, a tipping trailer and a wood splitter can help to keep the wood shed full. A loader with a 4-in-1 bucket or forks means the tractor can be used for lifting, carrying and spreading.

Safety is a big concern for farmers, OSH and WorkSafe. The compact tractor with its certified roll over protection structure (ROPS) and seat belt mean that driver injury is less

likely than on a quad, as shown by the statistics. A lower centre of gravity provides greater stability. There is no requirement for the tractor driver to wear a helmet as there is with a quad. Quads riders must learn to “actively ride”, a technique of shifting the driver’s body weight in unison with the quad, while a compact tractor is comparatively straightforward. The choice of hydrostatic transmission rather than the 12 x 12 manual version simplifies driving even more. And while young farmers under the age of 16 cannot ride a quad of more than 90cc, those over 12 years old can drive a farm tractor under specific conditions. Speed is a factor in some quad accidents, and while compact tractors can cruise at up to 25 km/hr, there is less temptation for young drivers to push them along. Better lighting options make work after dark much safer too.

Quads are often used for towing with the bigger units capable of towing up to 600kg, with this weight often being exceeded. In

comparison, the Farmall 35B can legally tow up to 1400kg unbraked and 2800kg braked. So trailers, bale buggies, palm kernel trailers, K-line irrigators, and calf trailers can be towed much more safely by a compact tractor. And with a loader fitted, the PK bins and trailers can be loaded and towed by the one machine.

The Farmall B’s build is very robust, with a solid steel chassis. The enclosed and sealed axles, gearbox, transmission, final drives and brakes are less prone to wear, and there are not the cables, CV boots and linkages found on quads. So service intervals can be twice as long as those of a quad, and the service costs often less. For example the wet brakes of the compact tractor do not need the attention that quad disc and drum brakes do, and there is no suspension with its inherent maintenance issues. Punctures on tractor tyres are less common than on the two ply quad tyres. So the service life of a compact tractor is generally several times that of a quad.



# RESEARCH HIGHLIGHTS CONCERNS AROUND QUAD BIKE SAFETY

Fuel and other running costs for the compact tractors' diesel engines are significantly lower than the petrol engines used in most quads.

The capital cost difference between a Farmall B compact tractor and a comparable quad can be insignificant. The big difference is less depreciation, as the tractor will hold its value better due to its more solid construction and longer service life.

So farmers would do well to consider compact tractors like the Farmall B to replace quads for their functional, safety, service and financial advantages.



**It's time to give up on quad bike safety measures that rely on riders to make the right decisions, and focus instead on engineered safety solutions such as crush protection, an American researcher believes.**

Melvin L. Myers, a design engineer and associate adjunct professor at Rollins School of Public Health at Emory University in Atlanta, Georgia, says US quad bike injury statistics clearly show that so-called active hazard controls, such as helmets, seat belts, training, and not carrying passengers, are in many cases being ignored.

"Active controls have reached their limit of effectiveness. Policies need to focus on passive controls such as alternative but safer vehicles".

Writing in the August edition of the American Society of Safety Engineers' magazine Professional Safety, Myers says quad bike injuries are a modern epidemic, with more than 10,000 deaths and hundreds of thousands of injuries in the US since 1985.

His review of recent research shows vehicle rollover is the single biggest cause of death and injury, accounting for some 60% of US cases.

In New Zealand, farm accidents account for a high percentage of fatalities, with 60% of the adults and 42% of the children and young people who died, doing so on farms.

*Source: Professional Safety: Journal of the American Society of Safety Engineers (2016)*



# AUTONOMOUS TRACTOR

## GIVES A GLIMPSE INTO THE FUTURE OF PRECISION FARMING

Case IH unveiled an autonomous concept vehicle at the recent Farm Progress Show in Boone, Iowa. The concept vehicle is a cabless Case IH row crop tractor that can operate autonomously with a wide range of field implements.

“In many parts of the world, finding skilled labour during peak use seasons is a constant challenge for our customers,” said Case IH Brand President Andreas Klauser. “While we offer auto-steering and telematics on our equipment today for remote management of farm machinery and employees, this autonomous tractor concept demonstrates how our customers and their employees could remotely monitor and control machines directly. This technology will offer our customers greater operational efficiencies for tasks such as tillage, planting, spraying and harvesting.”

Klauser explained that the concept was created to validate the technology and to collect customer feedback regarding their interest and need for future autonomous products for their operations.

“It is very exciting for us to explore the possibilities that this technology can provide to our customers. We look forward to getting their input regarding this concept and how it can help them achieve new production efficiencies,” said Klauser.

Case IH and CNH Industrial’s Innovation Group based the cabless autonomous concept on an existing Case IH Magnum tractor with reimagined styling. The vehicle was built for a fully interactive interface to allow for remote monitoring of pre-programmed operations. The onboard system automatically accounts for implement widths and plots the most efficient paths depending on the terrain, obstructions and other machines in use in the same field. The remote operator can supervise and adjust pathways via a desktop computer or portable tablet interface.

Through the use of radar, lidar (light imaging, detection, and ranging) and onboard video cameras, the vehicle can sense stationary or moving obstacles in its path and will stop on its own until the operator, notified by audio and visual alerts, assigns a new path. The

vehicle will also stop immediately if GPS signal or position data is lost, or if the manual stop button is pushed. Machine tasks can also be modified in real time with via remote interface or automatic weather warnings.

AFS Global Product Marketing Manager, Rob Zemenchik explained that autonomous tractor operation brings together the latest in guidance, telemetry, data sharing and agronomic management to offer farm managers more control, monitoring capabilities and cost savings.

“A farm manager can supervise the activities of multiple machines via a mobile tablet interface while he tends to other tasks or even operates another vehicle,” said Zemenchik. “Multiple autonomous tractors can work as one fleet or simultaneously in multiple sub-fleets assigned to separate fields, each assigned with pre-programmed maps and prescriptions. So you could have one tractor pulling a chisel plough followed closely by another one operating a planter. The opportunities for efficiency are substantial.”





*The cabless autonomous concept is based on an existing Magnum tractor*

Although the autonomous vehicle is presently considered only as a concept tractor, Zemenchik said the technology could function just as well in a standard cabbed tractor where it could use real-time weather and satellite data to optimally apply crop inputs such as nitrogen, herbicides, or fungicides.

“These enhancements really become

interesting for our customers when weather comes into play,” said Zemenchik. “Because if it starts to rain in one field, the tractor will automatically stop what it’s doing and head over to another field that is dry to work on that provided it can access that field via private roads.”

Prior to the concept’s unveiling, company executives presented a video demonstration

of the tractor tilling and planting on land in the Southeastern United States earlier this summer.

CNH Industrial collaborated with its long-standing technology provider Autonomous Solutions Incorporated, ASI, a Utah-based company that is the industry leader in off-road autonomous solutions, in the development of this concept autonomous technology.

# SEEING IS BELIEVING OURS VS THEIRS

## FLUIDS

### HY-TRAN ULTRACTION

Hy-Tran Ultraction has the unique ability to hold up to 1% of its volume in water without any harmful effects, like additive fallout.



### COMPETITOR FLUID

Typical tractor fluids experience problems at 0.5% of their volume or less in water.



### HY-TRAN® ULTRACTION™

- Industry's highest level of water tolerance
- Superior protection against corrosion and gear surface pitting
- Maximizes efficiency and life of all your machines

## FILTERS



### CANISTER ASSEMBLY

Superior durability and reliability.



### SPRING

Heavy-duty spring holds filter cartridge firmly.



### FILTER MEDIA

Uniform pleating and spacing, increases filtration surface area.



### SEAL

Larger and wider seal protects against leaks.



### BAFFLE

Maintains shape and seal.

### GENUINE CASE IH FILTERS

- Our MicroLoc synthetic media is 70% more efficient in filtering critical contaminants as compared to paper-based filter media
- Improved cold flow allows filtered oil to reach the engine more quickly
- Delivers high-soot tolerance and dirt-holding capacity for greater filter life



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## WE'VE ADDED MORE POWER TO OUR POWER EQUIPMENT

Introducing our all-new line of Case IH power equipment. Gas generators, pressure washers and water pumps in every size and configuration. It's just what you need to get the job done right.

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# RED HOT DEMAND

## FOR THIRD GENERATION PUMA SERIES

The revised new generation Puma Tier 4B Series has exceeded the most optimistic sales predictions since it was officially launched at June's National Fielddays® event at Mystery Creek. Having always held a strong position within the Case IH tractor range, Puma now sits as its most popular model in New Zealand - ahead of the longstanding Maxxum Series.

Built in St Valentin, Austria, and available in both Powershift and Continuously Variable Transmission (CVT) options, the new Puma offering meets the latest European emissions controls and comes in two different frame sizes as before, but with power increasing into the 150 to 240 rated engine horsepower range.

"We knew they'd be popular, because the overall level of specification and new features on offer provides incredible value for money – but the number of orders we took exceeded our expectations" explained Tim Fanning, Operations Manager for Case IH.

As with previous generations, the new Puma has been particularly well received by the local contractor market. "We have a reputation for leading the market in high horsepower tractors, but we were never going to rest on our laurels when it came to this new series" commented Tim. "Puma has proven

itself in this segment, and is known for its ability to deliver efficient power, reliability and operator comfort. This impressive new series takes things to a whole new level, offering significant improvements and refinements, so I have no doubt it will once again set a new benchmark for others to follow".

From the exterior, the most noticeable visual difference is the new roof cap with powerful 360° surround LED lights and new styling to match the latest Magnum and Optum offerings. This provides enhanced lighting for extended hours of operation as well as longer lifespan. In addition, the cab now has a seamless single-piece front screen which provides an uninterrupted forward view for the operator.

Underneath the new roof are a number of improvements to make life easier and more comfortable, starting with the exclusive Grammar Maximo Evolution semi active leather seat. This has a unique sideways sliding backrest which provides support when sitting, and moves out of the way when looking over your shoulder to check on or hitch up your implements.

The new HMC II Headland Management Control system can now record and edit sequences at a standstill or on the move and

is very user friendly. There are 12 "triggers" to start the next step of your sequence: time, distance, hitch position, PTO or shuttle. This is all set on the PRO 700 touchscreen monitor. This monitor is also compatible with the latest ISOBUS III; this allows the implement to control a number of tractor functions including forward speed, hitch, PTO and hydraulic functions.

The heart of the new Puma is the legendary 6.75 litre engine from FPT. This proven power-plant has had a number of updates to meet the Tier 4B/Final emissions standards, achieved by using the patented Hi-SCR AdBlue only system without needing inefficient exhaust gas recirculation or a DPF. The end result is a cleaner, more powerful engine, which consumes less fuel, whilst still retaining industry leading oil change intervals of 600 hours.

Case IH New Zealand has decided to offer two different levels of specification in each of the six models – customers may choose either Classic or Ultimate depending on their requirements and preferences.





LED lighting offers massive improvement over the previous Puma models



The revised cab with Grammar Maximo Evolution semi active leather seat



Puma's revised FPT power-plant combines proven performance with the latest efficient power technology



MODEL	Frame Size	Rated Engine HP	Max Boosted Engine HP	Transmission	Specification Level
Puma 150	Small	150	190	FPS/CVT	Classic/Ultimate
Puma 165	Small	165	210	FPS/CVT	Classic/Ultimate
Puma 185	Large	180	225	FPS/CVT	Classic/Ultimate
Puma 200	Large	200	245	FPS/CVT	Classic/Ultimate
Puma 220	Large	220	260	FPS/CVT	Classic/Ultimate
Puma 240	Large	240	270	CVT	Classic/Ultimate

# FARMALL U PRO

## EX-DEMONSTRATOR CLEARANCE



## FARMALL U PRO 115

We have a limited number of low hour, ex-demonstrator units fitted with Sigma Gold F30 front end loader (including Genius anti-bounce, Flash Quick Coupler and 1.6m bucket). Get in quick to avoid disappointment.

Contact your local Case IH dealer or visit [www.caseih.co.nz](http://www.caseih.co.nz)

### SPECIFICATIONS INCLUDE:

- ✓ Electronic Common Rail engine
- ✓ 32x32 transmission with 4-speed powershift
- ✓ 4-speed PTO
- ✓ Electro-hydraulic remotes
- ✓ 100L/min dedicated CCLS hydraulic system
- ✓ Deluxe cab suspension

FARMALL U PRO 115HP  
TRACTOR + LOADER PACKAGE  
**\$89,990**  
PLUS GST

**REDCOVER<sup>+</sup>**  
Protection Plan

**Terms and Conditions:** Offer available for orders placed with delivery on or prior to 31st December 2016, at participating Case IH dealers. Limited units available. Some exclusions may apply. Contact your local Case IH dealer for full details.



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# COCHRANES

LOOKS BACK ON 65 YEARS SERVICING THE CANTERBURY REGION



*Cochranes Leeston branch*

Leading Case IH dealership Cochrane's has reached another milestone in its proud history, with 2016 marking 65 years since Herb Cochrane first started out with the International Harvester agency for the Ellesmere district back in 1951.

The business has stayed in the family since the early days. Herb's sons Warren and Bruce took the reins in 1978 and soon established another branch in Darfield; this was followed by securing distribution of Case IH for the north Canterbury region in 1992.

In more recent times, Warren's son James, daughter Sarah and son-in-law Chris West have taken charge. They have focussed on continuing to grow the business, having taken on mid Canterbury in 2009, followed by the acquisition of the south Canterbury and north Otago regions in 2013.

Their territory today covers the northern two thirds of the South Island, from SH85 north including the West Coast. They also supply parts for the fleet of Quadtracs working on the US Antarctic program.

"We share a very special partnership" commented Tim Fanning, Operations Manager for Case IH. "They have an incredibly loyal following throughout the Canterbury region, particularly in the arable farming community, and we are proud to be associated with the Cochrane's name".

Cochranes also prides itself on taking care of its staff. A number of employees have been in the business for over 30 years; a reflection of the family values that have passed on from Herb to subsequent generations.

# REVITALISED LIFESTYLE RANGE

## OFFERS A HEAVY DUTY EDGE

Case IH is stepping up its game in the burgeoning lifestyle segment, with a newly extended range of compact tractors and accessories designed specifically for small scale farming and lifestyle blocks.

To accompany the existing range of highly popular Farmall B tractors, Case IH has introduced an all new series of precision, heavy duty front end loaders. The new L-300 HD Series are offered on all five Farmall B models (20-60hp) – and can be taken either with a general purpose bucket, or the more versatile 4-in-1 bucket option. With impressive lift capacity and easy to use design, these finely crafted loaders provide the ability to safely and efficiently undertake a wide range of tasks typical on lifestyle and small block kiwi farms.

To complete the lifestyle range, Case IH has partnered up with Superior Australia – a division of world leading North American manufacturer Alamo Group, to offer a wide assortment of implements to suit the Farmall B range including finishing mowers, slashers, grader blades, post hole diggers, rotary tillers, linkage mounted carriers and fertiliser spreaders.

James Perry, Product Specialist for Case IH reckons the Farmall B range offers something unique over the numerous brands competing for a share of the market. “We are definitely at the heavier duty end of the scale in terms of what sorts of products are available below 60 horsepower, so we are aiming more at the user that needs a purpose built tractor that gets worked hard on a frequent basis”

commented James. “It is important for prospective buyers to carefully compare features and specifications when looking at the options. Some manufacturers market their products as compact tractors, when really they are not much more than a basic ride on mower with a hitch and PTO”.

As those operating smaller tractors are not always experienced users of machinery, Case IH also focuses on the safety aspects of the Farmall B range. “We build in many features such as roll over protection, ergonomic controls, standard 4WD and hydrostatic transmission options. Add to this excellent forward visibility, larger diameter tyres and a low centre of gravity for stability on slopes and you have a tractor that is going to keep you safer no matter how confident you are as a tractor driver”.







*Farmall 50B fitted with L300 HD loader and 4-in-1 bucket*

FARMALL B MODEL	RATED ENGINE HP	TRANSMISSION	L300 HD LOADER
20B	23	Hydrostatic	General Purpose / 4-in-1 Bucket
25B	27	Hydrostatic	General Purpose / 4-in-1 Bucket
35B	38	Hydrostatic / Synchro	General Purpose / 4-in-1 Bucket
50B	47	Hydrostatic / Synchro	General Purpose / 4-in-1 Bucket
60B	57	Synchro	General Purpose / 4-in-1 Bucket





# QUANTUM RELAUNCHED

SPECIALIST TRACTOR RANGE FOR HORTICULTURE  
AND VITICULTURE







Case IH New Zealand has finally received the green light to introduce the famous Quantum series of specialty tractors, designed for narrow applications such as orchards and vineyards.

With the full line up available to order from early 2017, Quantum comes as three separate models, each offered in either cab or rops configuration, and with a range of horsepower options. Quantum V, N and F models share much commonality, but each come with different sized cabs and axle lengths, designed to meet the varying requirements of growers depending on row spacing.

### QUANTUM V

With a minimum width of 1,069mm, Quantum V is suited to the most narrowly spaced rows, such as those found in many vineyards around the country. Despite their narrow width, Quantum V tractors offer good stability on slopes, thanks to a low overall height and centre of gravity. They also provide surprising levels of operator comfort considering the space restrictions.

### QUANTUM N

When width is less critical, Quantum N provides for greater stability and a more spacious operator environment. With a

minimum width of 1,236mm, it is still very capable of operating within narrow rows, but provides a more versatile platform for everything from spraying to mulching.

### QUANTUM F

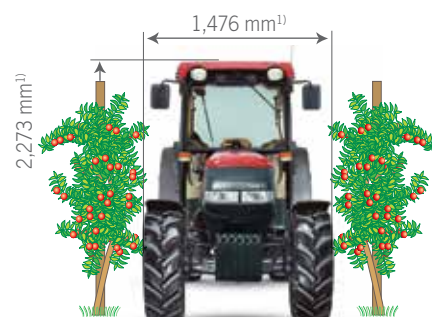
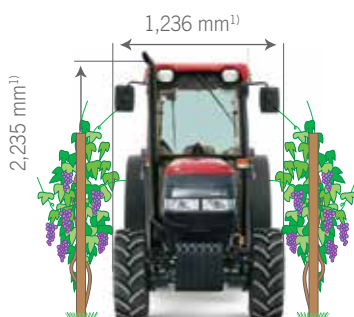
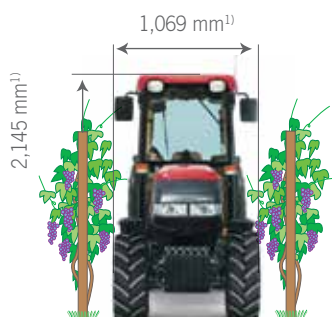
The tallest and widest of the three models, the Quantum F has found its place primarily within the fruit growing industry where wider spaced plantings allow for its 1,476mm minimum width.

FPT engines are shared across the range, with the same 3.2L 4-cylinder engines on the 65 to 85 horsepower models, and the larger

capacity 4.5L 4-cylinder engines on the 95 and 105 horsepower versions.

Transmissions are also common, with customers able to choose from a range of options from a basic 16x16 synchro shuttle to a more capable 32x16 Hi-Lo Powershift with powershuttle - capable of up to 40kph.

With a wide array of other options such as front hitch and PTO and as many as five electro-hydraulic mid mounted remotes, the re-launched Quantum series has all bases covered.



QUANTUM V	Rated power (hp)	Cab / ROPS
Quantum 65 V	65	Cab / ROPS
Quantum 75 V	78	Cab / ROPS
Quantum 85 V	88	Cab / ROPS
Quantum 95 V	97	Cab / ROPS
Quantum 105 V	106	Cab / ROPS

QUANTUM N	Rated power (hp)	Cab / ROPS
Quantum 75 N	78	Cab / ROPS
Quantum 85 N	88	Cab / ROPS
Quantum 95 N	97	Cab / ROPS
Quantum 105 N	106	Cab / ROPS

QUANTUM F	Rated power (hp)	Cab / ROPS
Quantum 75 F	78	Cab / ROPS
Quantum 85 F	88	Cab / ROPS
Quantum 95 F	97	Cab
Quantum 105 F	106	Cab

<sup>1)</sup>Dimensions depending on rear tyres.



Mark (left) and John Whyte.





# WHYTELINE HITS 40

## AND SHOWS NO SIGN OF SLOWING DOWN

If you can remember tractor models like the 444, 784 and 885, you've probably got a grey hair or two. John Whyte fits that bill, with more than 50 years in the ag machinery industry, and 2016 marking the 40th anniversary of Whyteline Ltd in Paeroa.

Based in the eastern Waikato and serving an area that encompasses the Coromandel Peninsula, the Bay of Plenty down to Whakatane, and the Hauraki Plains this family business, run in conjunction with son Mark, epitomises how a well-run operation can evolve with changing times.

John started his tractor days as a parts man at an International Harvester business in the Bay of Plenty, before serving a spell at head office in Brisbane and a term at New Zealand's headquarters in Palmerston North. During those times John always had a hankering to run his own business, so jumped at an opportunity to join the late Jim Scott at Paeroa Motors, and eventually become the sole owner in 1984.

Back then, bread and butter business was those aforementioned models, alongside

B47 balers and the ubiquitous PZ two drum mower. From those early days John Whyte followed a mantra that said "do it once, and do it right". The success over the ensuing years showed that paying attention to detail whether it's in sales, parts or service makes a difference, a fact indicated by the third generation farmers dealing with the business that continue to come through the door.

Over the years the business has seen changes, like the formation of Case IH in the 80's, a move to the current site on Paeroa's main drag in 1993, when Mark Whyte also came on the scene and the arrival of quad bikes, cars and latterly UTV's. Those diversifications offered the ability to survive the fluctuations in farmers' fortunes, and also a rapid expansion of new technologies that we think common today.

Fast forward to 2016, and the team now consists of around 20 people, many with service in excess of 20 years, who promote those same values of John around doing it right. Over the years John and Mark Whyte have realised that the core of their

business is customers who have been loyal throughout, and they now repay that loyalty by being active in the close-knit community with support for schools, sports clubs and any community based initiatives.

So what has been the abiding memories over the last 40 years? A town encompassing flood which saw water up to the light switches brought an electrical problem with a tractor into perspective - as the tractor was completely underwater, and the amazement how technology has changed in a short space of time.

That technology has brought the business into an era where powershift and CVT transmissions are the norm, GPS and auto-steering makes sure things are on track and efficient, and the spectre of every increasing emission regulations have made engines a great deal more fuel efficient.

But two thoughts spring to mind. Agriculture, and indeed farmers, are the core of the business - and always will be, followed by "where has all that time gone?".



# AT LAST, EUROPE HAS FOUND SOMETHING TO AGREE ON

It has taken two months of testing by 25 expert judges from 23 countries. Out of seven finalists from leading manufacturers, they have chosen the Optum CVT as the Tractor of the Year 2017. They are not alone. Optum CVT's high power-to-weight ratio and advanced technologies has already won it Machine of the Year, and four different innovation awards, in 2016.

Test it out for yourself at your Case IH dealer, and see if you agree too.



[www.caseih.co.nz](http://www.caseih.co.nz)

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Case IH Brand President Andreas Klauser accepts the prestigious TOTY award



# CASE IH WINS TRACTOR OF THE YEAR 2017

CNH Industrial's premier global agricultural brand Case IH took top honours with its Optum 300 CVT at the EIMA 2016 exhibition held in Bologna, Italy, winning the headline title of Tractor of the Year® 2017 (TOTY).

EIMA is a biennial event that hosts some 1,900 companies from 40 countries exhibiting more than 50,000 models of machinery and equipment for all types of agricultural operations.

The TOTY® 2017 awards are determined by a jury of professional trade journalists from Europe's top agricultural publications. The jury deliberated over the latest tractor models, with the 2017 edition seeing 15 finalists vie for the four main category titles: Tractor of the Year, Best Utility, Best of Specialised and Best Design.

Taking top honours in the awards was Case IH, whose Optum 300 CVT tractor won for a series of determining factors, including

its focus on reducing soil compaction and improving fuel efficiency.

The model is built at CNH Industrial's plant in St Valentin, Austria. It features a new, strong yet lighter weight design with a robust front axle and structural engine design that meet customer requirements for a 250-300 horsepower tractor with a high power-to-weight ratio and a compact, manoeuvrable package.





# AFS™ ACCUGUIDE FULLY INTEGRATED PRECISION GUIDANCE FROM CASE IH

AFS delivers an integrated, less complex precision farming solution built right into Case IH equipment using a single display across machines. Built on open architecture, AFS can interface with your existing equipment, no matter what colour it is.



## FM750 AND EZ-PILOT BUNDLE

- 20cm colour touchscreen display
- Upgradable accuracy and functionality
- EZ-Pilot assisted steering with terrain compensation

Additional vehicle hardware required



## EZ-GUIDE 250 BUNDLE

- 11cm widescreen colour display
- Seven guidance patterns
- Coverage mapping and summary reports
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THE HEART OF FARMING BEATS RED



# CNH INDUSTRIAL RECOGNISED AS WORLD LEADER FOR CORPORATE ACTION ON CLIMATE CHANGE

CNH Industrial N.V is one of 193 “A-Lister” corporations participating in the Carbon Disclosure Project’s (CDP) climate change program.

The Carbon Disclosure Project (CDP) has named Case IH’s parent company CNH Industrial N.V. to its Climate A List. The CDP is the only global disclosure system for companies, cities, states and regions to manage their environmental impact, also providing investors and organisations with access to environmental information.

Thousands of companies submit annual climate disclosures to CDP for independent assessment against its scoring methodology. CNH Industrial is among the top 9%, out of over 2,100 corporations participating in CDP’s climate change program, to be awarded a position on the A List. This is in recognition of its actions to optimise energy consumption, reduce CO<sub>2</sub> emissions and mitigate the business risks of climate change in the 2015 reporting year.

As part of its strategy to combat climate change, CNH Industrial conducted 201 projects throughout the course of 2015 to improve its global energy performance. These led to a number of positive results including 48% of the total energy consumption at manufacturing facilities from renewable sources and a reduction of more than 81,000 tons of CO<sub>2</sub> emissions (-4% per hour of production in comparison to 2014).





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