

FARM FORUM

VOLUME 15 - 2014

With the compliments of your local Case IH dealer



CASE IH
AGRICULTURE

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WELCOME

Demand for our products here in New Zealand continues to grow at a rapid pace, with a record number of red tractors already delivered to customers so far in 2014. So what's behind the big resurgence in the famous Case IH brand, not just here but in North America and Europe too?

It all starts with our world class manufacturing program adopted from parent company Fiat, which introduces vigorous new quality standards – the same as those that have been implemented and proven across the various automotive brands Ferrari, Maserati, Alfa Romeo and Iveco to name just a few. While quality has always been fundamental to the Case IH value proposition, so too has continuous improvement, and so the strive to set new benchmarks for the agricultural machinery industry has us very excited about the future!

Quality is a very important aspect, but ultimately our customers choose to deal with us because we deliver the best overall value for money.

Capital equipment purchases are obviously very big financial decisions for farmers and contractors alike, so getting maximum value from such an investment is paramount. Our machines are packed with the latest technology and class leading features, offer ultimate operator comfort and ergonomics, produce more power and consume less fuel, all at a price that may surprise you.

Last but not least, there is an intensive focus on ensuring that no matter which part of the country you are from, you can be 100% confident your local Case IH dealer will always be there to support and ensure you are getting the most from your purchase. We understand that our business hinges on our ability to look after our customers for many years after taking delivery of their tractor, baler or harvester. This philosophy goes straight to the core of what Case IH stands for.

This edition of Farm Forum covers a few of our new product releases

for 2014 and 2015 - such as the all new Maxxum and Magnum CVT tractor range, Farmall C, U, U Pro and the just landed RB5 series round balers. You can also read about some developments across our dealer network, and hear what a few of our customers are up to.

On behalf of Case IH, a sincere thank you for your ongoing loyalty and support. We value any feedback, so please do not hesitate to contact us should you wish to discuss how we can serve your needs even better.



Tim Fanning
Operations Manager
Case IH NZ



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DROP US A LINE

Do you have a comment on the magazine or a suggestion for a story? If so we'd love to hear from you. Please write to us at:

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REVIVAL OF THE LEGENDARY FARMALL NAME

Ninety years after the launch of the very first Farmall tractors, a success around the globe on account of their reliability and versatility, Case IH is re-launching the famous brand on an all new line up of tractors which share those exact same attributes. The Farmall C, Farmall U and Farmall U Pro series are shortly due to hit our shores, and will undoubtedly reassert Case IH's position as a true heavyweight in the utility tractor segment.

All three series feature the same brand new 3.4 litre electronically controlled high pressure common rail engine developed by sister company FPT (Fiat Powertrain Technologies), a leading global supplier of engines, axles and transmissions for the industrial sector. Incorporating a wastegate

turbocharger and intercooler, this responsive new engine features Cooled Exhaust Gas Recirculation (CEGR) technology which lowers the temperature of the exhaust gases, then blends them with fresh air and returns the mixture to the cylinder to maximise combustion efficiency. The engine also features a new Diesel Oxidation Catalyst (DOC) and maintenance-free Particulate Matter Catalyst (PMC) technology which automatically burns off particulates in the exhaust gases, thereby ensuring that the system remains clean and operates at peak efficiency. Dramatically improved fuel economy, less noise and vibration, greater lugging ability and a more constant power curve are all characteristics of this impressive new development from FPT.

FARMALL C

The Farmall C is a completely new series with four models spanning the 85 to 115 horsepower range. Introduced as a replacement to the hugely successful and longstanding JXU series, this medium duty workhorse is the perfect all-rounder, capable of a range of tasks typically found in New Zealand livestock farming operations. It features impressive manoeuvrability, an outstanding power-to-weight ratio and strong hydraulic performance, plus superb all-round vision to the key working areas.

Paired to the new common rail engine is a 24x24 gear synchromesh transmission with two speed powershift, power clutch and electro-hydraulic powershuttle (wet clutch), capable

of up to 40kph. For specialist applications, an optional creeper transmission allows speeds down to 123 metres/hr.

In the development of the Farmall C series, Case IH engineers focused on maximum driver comfort and ergonomics. The newly designed cab is fitted with a flat-deck platform and features best in class operator comfort and visibility. With a standard glass roof panel, forward visibility has never been better. Repositioned ergonomic controls and a redesigned instrument cluster will result in less operator fatigue and more productivity.

The Farmall C comes available in 85, 95, 105 and 115 horsepower versions. Each can be chosen in either a ROPS or cab configuration.

FARMALL U

Like the Farmall C, the Farmall U series is also a completely new development, designed for those that require a tractor better suited to slightly heavier duty applications such as ground cultivation. The Farmall U is available in cab only configuration in 105 and 115 horsepower models.

The transmission is a 16x16 semi powershift that will be familiar to those who have operated the larger Maxxum XL series of tractors. This proven transmission has been re-designed for the Farmall U and enables the driver to select up to eight gears via up or downshift buttons on the dedicated transmission lever without physically moving it. It is 40 kph capable at just 1870rpm,

making it ideal for transport operations.

What truly sets the Farmall U apart from the competition is the cab and operator environment. As a tractor suited to operators that spend extended periods of time behind the wheel, The Farmall U has been equipped with cab suspension as standard, as well as a passenger seat and Bluetooth high performance stereo system.

There are further improvements and performance enhancements at the rear. Maximum lift capacity of the electronically-controlled linkage is up to 5,400 kg, with fingertip operation of all key functions, including float, transport lock and maximum hitch height.



FARMALL U PRO

Unlike the Farmall C and Farmall U, which are both manufactured in Jesi Italy, the Farmall U Pro is designed and built at Case IH's European headquarters in St Valentin, Austria.

The Farmall U Pro is the premium offering in the Farmall range, offering many features normally found only on much larger machines, such as a programmable automatic gear shift, electronic remote valves with an integrated joystick for front end loader work and a four speed PTO.

The Farmall U Pro is an economical machine thanks to its numerous "big tractor" features like the 100L/min closed centre load sensing hydraulic system, it only pumps oil on demand; eco PTO speeds and the tractor reaches 40km/h at only 1750rpm.

The new operator friendly premium cab has mechanical cab suspension, heated air suspended seat and low noise levels, as well as light and easy controls to ease the working day.

The new Multicontroller provides the operator with the most commonly used functions at their fingertips, including power shuttle, gear shifts, rear hitch, remote valves and two constant engine speeds, as well as a power clutch. The exclusive new 32x32 gearbox was developed in partnership with ZF and is also built in Austria. It has a four step powershift with four shift modes; with the dual throttle, the shift point can be programmed according to engine load and speed- lower for loader work and higher for heavy draft work.

There are options of factory loader ready, integrated front hitch and



Farmall 105C replaces the existing JXU Range

PTO as well as specialist municipal hitches available to fit any need. Available in 105 and 115 horsepower, the Farmall U Pro defines the Farmall name - whether dairy, drystock, cropping or contracting the U Pro fills a gap in the market for a compact, highly specified premium utility tractor.



The new 2015 Farmall range continues the legacy that started over 90 years ago

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CASE IH
FINANCE

About Case IH Finance

Case IH Finance is a leading provider of financial solutions to agricultural contractors and farmers. We have a long history of supporting the rural sector, which extends back more than 150 years through our provider MARAC, and its parent company Heartland Bank.

Case IH Finance provides you with a seamless finance option that can be put together by your local Case IH dealer. The entire Case IH philosophy is based around building relationships, and Case IH Finance is another way we can add value to your business.

Competitive rates and flexible terms

Case IH Finance offers competitive interest rates and flexible finance solutions that can be structured to each individual business'

circumstances such as seasonal income fluctuations or a term that mirrors the life of the plant.

Experienced financial services managers and tailored solutions

Case IH Finance has a team of experienced financial services managers throughout the country who understand agriculture and have years of experience in tailoring finance solutions to suit each individual business.

Short application form and quick answer on finance

We have a streamlined application process and a dedicated approvals team whose main objective is to provide timely answers on finance applications.

*Terms and Conditions, Lending Criteria, Fees and Charges apply. Valid for deliveries to 31 December 2014. See your local CASE IH dealer for more details.

CVT TRANSMISSION ADDED TO MAXXUM RANGE

Case IH has announced its continuously variable transmission (CVT) technology is now available for its highly popular Maxxum tractor line up. The Maxxum 110, 120 and 130 are all now available as CVT models.

First introduced into the Puma family in 2008, Case IH's CVT simplifies tractor operation while also delivering the best balance of power and fuel efficiency.

Case IH Operations Manager Tim Fanning says the multi-purpose Maxxum tractors are known for their ability to handle large workloads

and now Case IH has delivered on customer requests by offering the Maxxum with CVT technology to improve engine performance and fuel efficiency.

"Customers tell us they really appreciate how easy the Case IH CVT is to use, even for inexperienced drivers. There's no programming required. You set the speed and direction you want to go and the tractor does the rest."

CVT combines the stepless speed variability of a hydrostatic transmission with the mechanical efficiency of a traditional gear

transmission.

"It delivers power to the ground efficiently at every speed, for the ultimate in smooth, stepless shifting—from creeper speeds as low as 30 metres per hour for vegetable growers, all the way up to 50 kph for transport operations," Tim says.

CVT also offers an active stop feature that is especially popular in New Zealand's hilly terrain, according to Tim. "You simply pull the Multicontroller all the way back, and it will stop the tractor and its load without having to push



The new Maxxum 130 CVT is the perfect match for the new RB5 series baler

the clutch, even on very steep slopes. To get going again you just move the Multicontroller forward and off you go”.

This functionality also applies to the foot throttle and is especially useful when backing the tractor up to hitch to implements. Not only is this process easier, it’s also safer.

All Maxxum CVT tractors are equipped with standard Power Boost, which provides additional engine power of up to 20 horsepower to maintain working speeds in tough crop conditions or on inclines, and to provide more

power for roading or for mobile hydraulics or PTO applications.

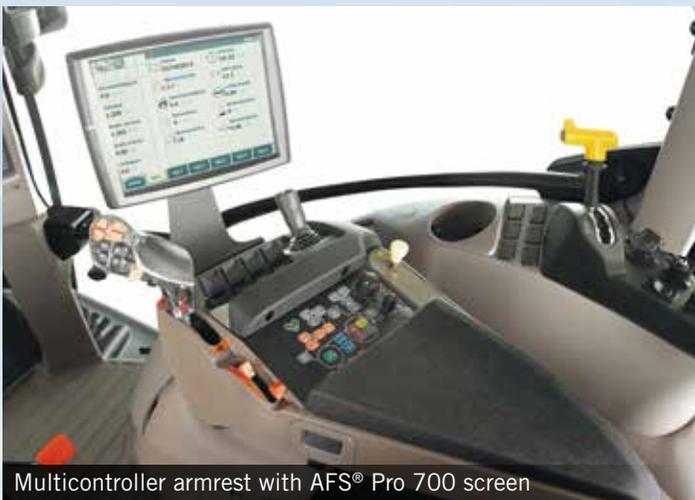
Maxxum CVT tractors also feature increased hydraulic capacity for more responsive implement and steering control.

Adding to the ease of operation for new Maxxum CVT models is an updated Case IH Multicontroller armrest that simplifies operation. Redesigned buttons are now raised and backlit, and sized to differentiate functions, based on feedback from operators. You can tell the buttons apart by touch alone to make operation even

simpler.

Other cab enhancements for Maxxum CVT include a newly designed control panel recessed into the headliner, featuring AC controls, relocated into a more natural line of sight when operating the tractor. The headliner also has three additional slots – one for radio and two for additional storage.

Operators will also appreciate new left-hand soft trim, a storage net below the instructor seat, elastic straps on the instructor seat’s back rest and a deluxe radio standard with Bluetooth.



Multicontroller armrest with AFS® Pro 700 screen



The Maxxum CVT range are versatile loader tractors

DAIRY FARMERS GET THE PERFORMANCE THEY NEED



The Singh family (from left to right). Manpreet, Harman, Balbir, Philvinder, Paramjit and Malachi (at front)

The Singh family needed another tractor. Harman Singh and his wife Manpreet run the family dairy farm at Kamahi near Edendale, while his father Balbir and mother Paramjit look after their run-off 19km away at Longbush. Shuttling one tractor between the two properties was a nuisance so the Singhs are now the owners of a Case IH Maxxum 115X Bronze. They bought it April 2013 from Agricentre South in Invercargill.

“We needed another utility tractor capable of doing all our work. We do our own cultivation, and grow 30ha of fodder beet for winter grazing. It has to tow a 3.0m rotor-spike with a seeder, and we make 2500 bales of silage every year. We cut it, line it, bale it and wrap

it and then we have to pick up the bales as well.”

Balbir and Harman have history with Case IH. Balbir bought a new Case International in 1991 and worked it for eight years on their old farm in Waihi. “That farm had some really steep hill country and the tractor gave us a good run. We replaced it with a Case IH CX80 in 1999.” They still have the CX80. “It’s never given us any trouble and it’s been a brilliant tractor.”

When Balbir and Harman were looking for a new tractor, the Maxxum was a great deal and the dealers made it easy for them to discover this. “They bought one out to the farm and left it with us for a few days so we could see if it

was what we were looking for.” It was. In the last 12 months it has taken the lion’s share of the work and clocked up 600 hours.

The features Balbir likes include the length of the hydraulic arms. “Our neighbour borrowed our rotor-spike, and the arms and PTO of his tractor were so short that it was a battle to get it on. Case IH arms are long enough that you can get between the wheels and the implement, so you can attach it without getting covered in mud.”

He says the Maxxum is simple to drive so he is relaxed to have the workers driving it. And the cab is easy to clean out, which is useful on a dairy farm. There’s no lip so mud and dirt can be swept straight out of the cab.

The Singhs also get good service from Agricentre South. When the Maxxum first arrived, Balbir wasn't happy because the steps weren't wide enough to safely get a boot on. The dealer backed their product, made the steps wider and kept a happy customer.

Balbir says the Maxxum's pulling power is good and the cab suspension is another asset. "I don't know what they do but the seat is very comfortable. I'm six foot six so I need space and I get it. It rides over the small bumps really well. You have to hit a decent bump to feel it."

The transmission is a 16x16 powershift so it just takes a flick of a lever to change gears. "I don't use the clutch anymore, even when loading bales on a truck. There's a shuttle lever for moving from reverse through neutral and into forward. It's easy for loading and there's a very smooth transition from neutral to moving."

The Maxxum is 115hp and the perfect size for the average dairy farm. But then Balbir and Harman bought a 3.0m-wide set of deep rippers to rip compacted winter grazed paddocks. With their heavy grunts,



Serviced by Agricentre South

to work the ripper. They have just received their new Case IH Puma 185 silver to handle this job. The Puma will tow the ripper and be fitted with front PTO and linkage to operate double mowers. The Puma has a common rail engine with low emissions and great fuel efficiency, and an 18x6 powershift transmission.



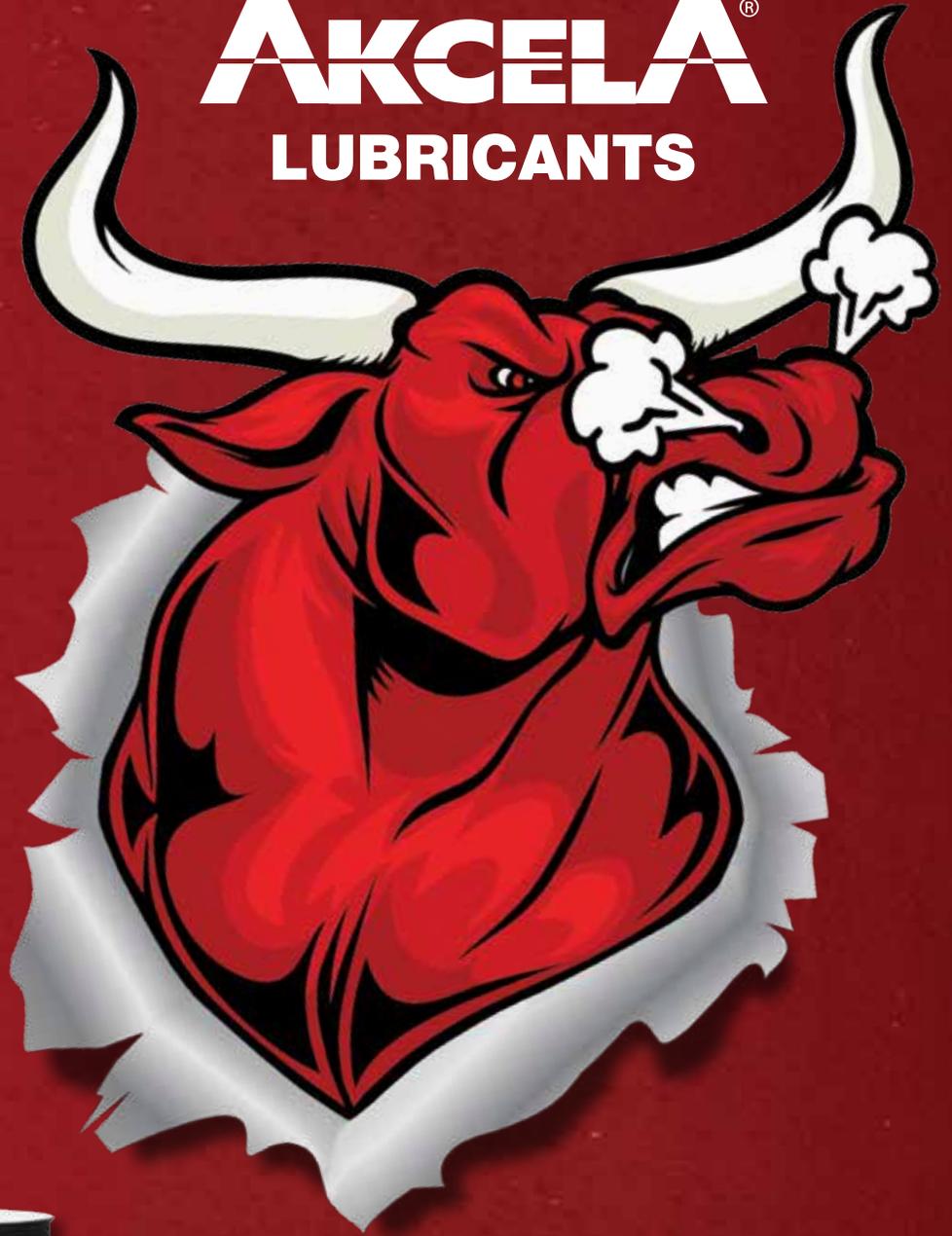
The Singh family's new Puma 185 silver

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AGRICENTRE SOUTH AIMS TO SET BENCHMARK FOR SERVICE



The new Invercargill premises

The Case IH and Kuhn brands are now represented by Southland's newest dealership, which has set out to raise the bar on service and convenience. Previously Advance Agricentre Ltd, the business re-branded to Agricentre South Ltd and moved into new purpose-built premises at the Lorneville Roundabout in Invercargill.

Dealer principal for Agricentre South, Grant Price says the big new site has a 1000m² showroom to display Case IH and Kuhn products. Case IH provides tractors from 20hp up to 620hp, although in Southland and Otago most tractors are over 90hp. "Tractors are getting bigger and Case IH is renowned for bigger, high-powered tractors," Grant says.

The Gore and Milton branches of Advance Agricentre have also had a name change and are now Agricentre South. Customers will notice the branding changes but that's about it. The same competent staff will be on the job.

With increasing demand in central Otago, Agricentre South has opened a new branch in Cromwell. It provides speciality tractors for orchards, vineyards and lifestyle blocks. It also caters for the needs of the dairy sector

that's growing as centre pivots march into the Maniototo.

The new Agricentre South building in Invercargill has a specially designed workshop, with the latest technology and a monorail crane system for lifting the heavy gear. An innovative heating system warms the workshop using waste oil. Grant sees the standard of the workshop as another way to attract and retain their top-notch staff. "We've given them a good working environment, which is warm and up-to-date," he says.

The workshop services and repairs a wide range of tractor and farm machinery brands. The parts department focuses on convenience for busy customers, and provides products from grease guns to Ad-Blue and many things in between.

"We want it to be a one-stop shop for farmers," says Grant. "With such a strong skill base we can deliver quality service across the business. We have over 20 service vehicles in Agricentre South, as more than 50 percent of our repair work is done in the field." For major breakdowns, Agricentre South can provide loan/hire tractors to keep farmers and contractors moving.

The parts department also helps the business be a one-stop shop. "We carry a good range of parts and we always stock the fast-moving parts. If there's anything we haven't got we can usually get it within 12 to 24 hours. Our goal is to turn around repairs as fast as possible to minimise down time for our customers."

Grant says the new Agricentre South branch in Cromwell will provide faster service to their other clients living in that area. "We have a huge marketing area, and with the extra branch, service is not far away. We pack the guys up as soon as we get the phone call so the closer we are the sooner we can get there". The staff in the new Cromwell branch are salesman Jack Elder and technician Russell Watt.

All the branches: Invercargill, Gore, Milton and Cromwell, are linked into the same management systems, and clients can expect the same great service from any of the branches. Grant commented: "We cover a diverse area and we've invested heavily in the ag industry to support our customers. We have top tractor lines, some of New Zealand's leading farm machinery brands, a skilled service team and a well-equipped parts department."

NEW 2015 MAGNUM POWERSHIFT AND CVT SERIES TRACTORS



The new Magnum 380 CVT

More than 150,000 Magnum tractors have rolled off the production line since its introduction way back in 1987. To commemorate this incredible milestone, Case IH will launch a revised new model line-up in 2015, featuring both powershift and CVT versions up to 380 rated (435 boosted) engine horsepower. Here's an overview of some of the changes:

ENGINE

The proven, multi-award winning Cursor 9 8.7L engine from FPT gets further improved performance characteristics and boosted power curves in the 2015 models. The boosted and unboosted horsepower curves are now parallel throughout the engine rpm range. A flatter torque curve at a wider and lower range of engine speeds has also been achieved by raising the cylinder pressure and using a

higher rail pressure compared to earlier models. The Magnum 340 also now employs an electronically controlled variable geometry turbo to the same effect. This is all achieved while still retaining the best in class engine oil change interval of 600 hours.

TRANSMISSION

The new Magnum range offers a wide range of transmission options including full powershift and CVT in both 40kph ECO and 50kph versions. With efficiency in mind the Magnum CVT transmission has four mechanical ranges, providing more mechanical efficiency than other transmissions with fewer ranges; this design allows for 50 KPH at just 1,400 rpm, reducing costs during transport operations. The Magnum includes Automatic Productivity Management (APM) used on other Case IH CVT tractors, and the dual hand throttle enabling

the operator to independently set minimum and maximum engine speeds.

The Magnum CVT transmission is easy to use with seamless power transfer from 0 – 50 KPH without the need for a lever or switch. The operator can also pre-set three adjustable target speeds within this speed range to set the optimum speed for a given operation. Active Hold Control is a feature that prevents the tractor from rolling back when stopping on a hill, and which allows for pulling away again without having to use clutch or brakes. To reduce operator fatigue, Headland Management Control (HMC) allows the operator to record headland functions, thus making repetitive field applications as efficient as possible. For added convenience, the end of row button on the Multicontroller can now be used to engage auto guidance.

In 2015 the CVT transmission also receives an upgrade to software that allows for faster and smoother shuttling between forward and reverse. This also allows the operator to keep the tractor in first range when reversing allowing a quicker shuttle back to the forward gear. This will be a big advantage in applications such as pushing silage.

STYLING

The new Magnum takes a different look to the previous generation of Magnum tractors with a new roof design including an increased number of working lights making the biggest visual change. More visually-subtle changes will also be noted on the right hand side, as steps have been moulded into the now higher capacity fuel tank for ease of access to clean cab windows. Integrated handrails aid in ascending the steps and provide support and stability once the top of the sturdy platform covering the right tank has been reached.

COMFORT

Operator comfort and efficiency have not been forgotten either. New features include an improved 360-degree lighting package with 14 LED and three HID strategically placed working lights which increase the lighting capacity by 60% and allow for comfortable and safe night-time operations. An improved high-end leather seating option with both heated and ventilation options are coupled to an updated Multicontroller with improved comfort and larger backlit buttons.

The latest Surveyor cab provides a space of 3.1m³, roomy and comfortable with 6.4m² of glass providing 360-degree visibility and an industry-leading 67 dBA cab noise level, allowing the operator to make any phone calls via the fully integrated Bluetooth radio. New split wide angle power mirrors are also now available to further assist with rearward visibility.

SUSPENSION

The Magnum has pulled out all the stops with its five point suspension package. Front axle suspension with 100mm of travel for keeping all your tyres on the ground is crucial for stability and efficient performance of your tractor. The cab suspension reduces vibration and stabilises the cab front-to-back as well as up-and-down. A semi active seat automatically controls the damping of the seat inside the cab. Suspension is provided when carrying implements on the road by a ride accumulator for the front linkage and automatically on the rear linkage.

ADVANCED FARMING SYSTEMS (AFS)

Case IH recognises that precision farming is a very important consideration for a tractor of this size, and this aspect has not been



The latest cab

forgotten. Under the “AFS” banner the Magnum is available with the integrated AccuGuide automated guidance solution. This takes the correction information from the 372 antenna compatible with both GLONASS/GPS satellite systems. The 372 antenna includes xFill technology which improves reliability with an automatic back-up for up to 20 minutes if the RTK signal is lost. AFS Connect Telematics is available as an optional kit and uses a combination of global positioning system and cellular technology to send and receive machine, agronomic and job- site information.

With a significant number of enhancements, the new 2015 Magnum is sure to make a big impression when released late this year. If you would like to learn more, please do not hesitate to contact your local Case IH dealer.

MODEL	Rated ENGINE HP	Max ENGINE HP	Transmission Options
15' Magnum 250	250	320	FPS/CVT
15' Magnum 280	280	350	FPS/CVT
15' Magnum 310	310	380	FPS/CVT
15' Magnum 340	340	410	FPS/CVT
15' Magnum 380	380	435	CVT

PHOTO SHOOT

NATIONAL FIELDDAYS® 2014



TRANSAG EMBRACES TARANAKI

Big changes are under way in Taranaki. John Hermann owner of Agricultural Machinery Taranaki has retired, after 30 years in the business. Agricultural Machinery Taranaki had two branches, in Hawera and New Plymouth. These were bought by Merv Avery, in May. Merv is the owner of TransAg Centre in Palmerston North. His purchase of the Taranaki retail and service centres is a good fit because, like Agricultural Machinery Taranaki, TransAg is a family-owned, locally-based company.

The Taranaki and Manawatu businesses also sell and support the same main brands, including Case IH and Kuhn. A new combined business has been created called TransAg Centre (2014) Ltd. It

provides support for Case IH from Taranaki, down through Whanganui and across Manawatu to the Wairarapa and Tararua. The systems are integrated, so farmers and contractors will have access to the same information in any branch.

Merv prides himself on his business being able to provide skills, knowledge and expertise. "It's important for contractors and farmers to have instant service. They can't afford to have an expensive machine broken down in the middle of the season. They can't wait or else they'd go broke. We have to be there within 90 minutes," he says.

While he is confident his

Palmerston North branch is providing that level of service, he says they probably need another five employees in Taranaki to improve response times. "The issue is to improve the service levels in the workshop and in the parts department. We have to compete with the oil fields and Fonterra to get the staff. We're confident we will get there but it will take time to increase the staffing."

C B Norwood Distributors Ltd is the wholesaler for Case IH, and Merv says they have the best parts system in the country. "The big attraction for Case IH is that 90 percent of the parts are held in Palmerston North. C B Norwood have more than \$20 million worth of parts in the country and all the back-up expertise."



TransAg Centre (2014) Ltd, Hawera



Maxxum CVT: Stepless Made Easy

The Maxxum CVT, the latest in the Case IH CVT line-up. At home in any application. From mowing, raking and baling, to heavy cultivation and transport. With its Case IH developed CVT 0- 50km/h stepless transmission you're never in the wrong gear. The comfortable 69 Db suspended cab and logical user friendly operation doesn't leave you tired after a long work day. Now available with AFS® AccuGuide™ and an integrated front linkage and PTO.

See your Case IH dealer or visit us online at www.caseih.co.nz



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FACTORY TOUR 2014

May was a highlight on the Case IH and Kuhn calendar, as the two divisions jointly hosted their top performing dealer salespeople on a whirlwind tour of the USA and Europe. The trip included a combination of factory tours, product sales training and leisure activities – rewarding those that achieved the highest number of sales of both Case IH and Kuhn equipment during the first quarter of the year.

Those participating in the incentive were Mark Ellett (Roger Gill Agriculture), Andrew Johnson (Giltrap Agrizone), Murray Ireland (Transag Centre), Euan Avery (Transag Centre), Kevin Egerton (Cochranes), Richard Clapperton (Agricentre South) and Lindsay Stevens (Agricentre South). Those representing C B

Norwood Distributors Ltd were Brian Robertson (Kuhn Sales Manager) and David Silk (Case IH Sales Manager), with Tim Fanning (Case IH Operations Manager) also attending some of the tour.

The trip commenced with tours of the Case IH and Kuhn facilities around the Chicago area, firstly to Racine, Wisconsin (the global headquarters of Case IH and the home of Magnum series tractors). This was followed by a visit to Kuhn's Knight factory only a short drive away. With the US leg completed, the group continued on to St Valentin, Austria (Case IH's European headquarters and the production facility for Maxxum and Puma series tractors).

Then, with the weekend approaching, Brian Robertson

hosted the group in his native country of Scotland, where the lads enjoyed a hard earned rest and a night out in Edinburgh sampling the finest Scotch Whiskey! The back end of the tour included a visit to one of Kuhn's major factories in Severne, France, and then finally a day at the UK's largest agricultural event, Grasslands.

Richard Clapperton from Agricentre South reckoned the trip was a lot of fun but more importantly a valuable opportunity to get up to speed on the latest products coming to market. "the practical and classroom sessions we received from the professional product trainers means we come back home with a huge amount of knowledge on what makes Case IH machines the best on the market".



St Valentin, Austria



Racine, USA

SIX DECADES OF CASE TRACTORS AND STILL GOING STRONG

Goodacre Farm in Te Kauwhata, north Waikato has had Case tractors since 1945, and they've had a relationship with their local dealer since 1950. Goodacre Farm is currently owned by Ian Buckley and his sister Carrol Buckley. They milk 285 cows on 100ha.

The property carries the maiden name of their maternal grandmother. There were no sons in that family and the name Goodacre was lost when she married. The

family wanted to retain it in some way so they attached it to the farm.

Ian and Carrol's grandfather bought the property in 1930. Their father and uncle took over farming in 1945, and when they did they bought an American-made Case tractor. That tractor made an impression on the young Ian.

"My very early memories are of that Case tractor. The Case symbol was of a bald eagle on top of a globe. I

was fascinated with that and with all farm machinery."

The two brothers split the land and farmed separately from 1950. The uncle took the Case tractor and Ian's father bought a David Brown Cropmaster from William Gill and Son, in Huntly. That tractor is still on the farm in a shed.

The family stuck with David Brown until the 1970s when David Brown tractors became Case. They've



Phill Gill, Roger Gill Agriculture Dealer Principal (left) and Ian Buckley, Goodacre Farm

had Case ever since. William Gill's grandson, Phil, is owner of Roger Gill Agriculture, and the Case IH dealer. Ian and Carrol now own a Case IH Puma 125 and in March bought a Maxxum 110X.

Ian says Case IH machines have always measured up, so he doesn't go hunting around. "I stay with what I have confidence in. I've always had great back-up service, and an excellent working relationship with Phil, and Mark Ellett in Pukekohe. So that's why I chose Case IH, partly for nostalgia but also for practical reasons.

We've had a continuous account with Gills since 1950. So it's a 64-year relationship. There can't be too many firms with customers that have stayed for that long."

The Puma 125 is a 'gold' model with a luxury cab and a 19-speed full powershift transmission. It does the heavy work on the farm – towing 10 tonnes of metal, spreading fertiliser and cutting hay and silage for a contractor to bale. For a chunk of the year the 1100 litre sprayer stays on it.

"It takes time to put the sprayer on, and with two tractors I can leave it on so if there's a break in the weather I can be straight out spraying. With the GPS I can get a paddock done at night when I've finished in the evening. If I had to drop something off and attach the sprayer I probably wouldn't have the energy. So that's a major reason for a second tractor – to get work done when it's needed and not when it's overdue."

At this stage Ian and Carrol have switched off cropping and gone to an all-grass system, so there's no cultivation. "I don't know if I'll continue with that, I'll see how it goes."

Ian says the Puma is probably over-kill for what he needs but he wouldn't change it. "I like the Puma. It handles everything so effortlessly, and yet it's not big and unwieldy. When I eventually have to replace it, it will be with a newer version of the same."

Ian's in his 70s now. He's cutting down from impossibly long workdays, to merely long days. He and Carroll bought the Maxxum so they could employ someone to share the load. It's the bronze model and a reasonably-priced, reliable tractor with a 16 speed semi-powershift transmission.

"This is a workhorse. The Puma is a Ferrari but the Maxxum is everything a second tractor should be. I have no disappointments. There's nothing more important than reliability."

The Maxxum does a variety of jobs on Goodacre Farm. It has an excellent loader and Ian uses it to load the feeder wagon for the Puma to tow. The Maxxum also does bucket work such as cleaning out effluent traps and takes the hip lifters for any down cows.

Ian says visibility in the Maxxum is excellent, and so is the suspension. There's plenty of room in the cab.

He reckons it is less fuel efficient than the Puma, which has a six-

cylinder common rail engine and the load-sensing hydraulics. "But I've yet to do a real run on the Maxxum to see how much fuel it uses under load. During springtime it's stopping and starting and idling but I've no complaints with fuel economy."

Both tractors turn on the same angle. "They have a tight 55° degree turning angle. I have some tight gateways into a 15 foot lane and the turning circle is 100 percent."

Ian says the Maxxum has good torque and pulls well. "It lugged the 10 tonne trailer full of metal out of the quarry. It surprised me how well it handled it."

Both vehicles have a 40 kph road speed, which suits Ian.

Another feature he likes is the length and attachment of the linkage arms. It makes a difference in how long it takes to change implements and how much bad language and skinned knuckles ensue.

"Some tractors have short arms and you have to squeeze to get between the wheel and the arm to put on the PTO shaft. In this one the linkage arms are well clear of the rear and I can get in, put on the top link and attach the PTO without being a contortionist."

NEW VARIABLE-CHAMBER ROUND BALERS ANNOUNCED BY CASE IH

Significant increases in capacity, bale density, output and reliability are the key benefits of two new RB 5 series variable-chamber round balers launched by Case IH.

Featuring class-leading styling the RB455 and RB465, which produce bales of up to 1.5m and 1.8m in diameter, incorporate a raft of new and improved features compared with the previous RB 4 series machines, which they replace.

Available in Standard, Rotor Cut or Rotor Feed versions, they include improved four-bar and new five-bar pickup reels incorporating larger, stronger components, a new net wrap system, more accurate twine

wrap system, durable endless bale chamber belts, together with an improved density control system. The specification also includes a new in-cab control display with the option of an ISOBUS system.

By fitting a 10% larger in-feed auger, now 220mm in diameter, Case IH have increased the machines' capacity, improved feeding and reduced crop wrapping. A higher throat opening significantly reduces crop pinching, while the auger has been repositioned to increase through-put.

New pickups feature a simplified drive system, a larger, more durable drive chain and bigger springs to improve flotation.

Rotor Feeder and Rotor Cutter models offer the option of a front-pivoting, drop-floor for the rotor, which enables the operator to clear plugs without leaving the cab, simply by lowering the bale chamber floor hydraulically. Pivoting wheels reduce the need to raise the pickup when turning, while flip-up castor wheels make it easy to switch between Transport and Field positions, whilst limiting pickup width for transport to less than 2.55m.

Optional on 1.8m and 2.0m pickups, the new five-bar reel provides significant advantages over a standard four-bar design. Featuring larger, stronger components for increased



The New RB455 offers improved performance and durability

durability, it gives more consistent feeding because each row of tines has to move a smaller section of crop from the windrow, resulting in more positive, efficient movement to the feeder. The 2.0m-wide, 315mm-diameter pickup reel features 160 6mm-diameter heavy-duty rubber tines which, compared with the standard four-bar 128-tine pickup, lift crop more cleanly. The 1.8m five-bar pickup incorporates 140 rubber tines, compared with 112 steel tines on a four-bar unit.

A new Top Assist Roller, optional on 1.8m and 2.0m rotor pickups, helps to feed crop into the rotor more efficiently to increase capacity, while centre paddles move it more positively to the rotor and longer auger flights distribute it more evenly. Two undershot augers work in conjunction with overshot in-feed augers to keep the crop moving towards the centre of the auger, the speed difference between them preventing wrapping.

RB455 and RB465 models incorporate four 273mm-wide endless belts which significantly improve performance and durability. Featuring a unique carcass construction and sealed edges to reduce fray, the belts are closely-spaced to minimise crop accumulation and losses, especially in short grass, while a new back wrap roll increases belt drive force by 35% and reduces slippage. Rotor models offer the option of a Dual Hydraulic Density System, which uses two hydraulic cylinders to increase bale density

by 5% compared with a single-cylinder system.

The improved wrapping arrangement features a new electrical control system, separate motors for the duckbill and net knife operation, together with a lower current draw, allowing the electrical harness to be connected directly to a 12V, 25A cab socket. A raft of changes reduce the number of adjustments required and the overall sensitivity of the wrapping system, while new centre-pivot, dual twine tubes improve twine placement on the bale.

Featuring new electrical systems for wrapping control, the RB455 and RB465 can be supplied with a choice of in cab monitors, from a new standard black and white monitor to the AFS® Pro 300 with ISOBUS. The new, easier-to-use monitor has a 10% larger screen, the ISOBUS version features a new CAN (Control Area Network) electrical system which makes it easier to add future revisions and the solid-state H-Bridge controlling power to the motors is more durable than the mechanical relays used previously.

Case IH is offering an optional AFS Pro 300 touch-screen colour monitor which incorporates improved graphics, easier navigation and the ability to control functions and settings from the main screen. Customers can, however, use the new ISOBUS-compatible RB455 and RB465 balers with an existing virtual terminal on any ISOBUS-equipped tractor.



Setting new standards in design, the new Case IH RB5 series balers have a sleek, modern look which offers practical benefits, including excellent serviceability, while large 500/55-20 tyres increase flotation and deliver a smooth ride.

Announcing the new variable chamber round balers at the National Fielddays 2014, Tim Fanning, Operations Manager for Case IH, stated:

“Improving performance while controlling costs is always a factor when customers are considering any new machinery purchase. The new RB5 series balers provide significant improvements over previous-generation models. We have rigorously tested them against competitor machines under a range of different field conditions, in different crops, with the focus on bale density and machine capacity. Compared with these machines we recorded increases in capacity of up to 20% and 14% in bale density.”

PERFORMANCE, SERVICE MAKE SWITCH TO MAXXUM A GOOD MOVE



Ross Barker with his Maxxum 125

Bay of Plenty dairy farmer Ross Barker was always keen on Case IH tractors but needed the support of a strong local dealer before he purchased his Maxxum 125 Silver. Ross and his family farm 190 hectares at Reporoa, south of Rotorua, milking 530 cows.

While they ran Case IH tractors a decade ago, Ross was keen to go back to the brand when he heard that Giltrap AgriZone was setting up a branch in Rotorua. "You need

a good service outlet. I've always believed that it's good having a tractor but we need someone out here locally to service and maintain it," he says.

"We decided to look at the Maxxum 125 as an option compared to a couple of other brands." Ross wanted a six-cylinder tractor with a front-end loader between 125 and 140 horsepower, as he wanted to tow a 13m³ feedout wagon with it. "It had to be a decent size but I

didn't want a beast. I'd done my homework and wanted a farmer's tractor, not a contractor's tractor."

Ross bought the Maxxum 125 two years ago and has been extremely pleased with it. "It's an awesome tractor. It's really manoeuvrable getting into gateways, as it's not a very long tractor," he says.

"It seems to be a bit shorter for the same horsepower so it gets around easily. It's also great for loading

up silage.” Maxxum tractors are designed to handle the multiple tasks of livestock operations, row-crop applications and roadside mowing.

In addition to enhanced cab visibility and thoughtfully designed controls and comfort, the Maxxum 125 boasts the PTO, hydraulics and transport power boost that are the hallmarks of Maxxum tractor performance.

Ross says the cab is well laid out, with everything located in a logical place. It is also extremely simple to operate. The Maxxum Multicontroller features the same useful features and easy operation as the Multicontrol armrest. It provides access to all tractor controls and moves with the seat,

allowing better vision and control of the implement at work.

“These tractors are getting quite techno but with farm workers you need something that someone can just jump in and drive. The Maxxum is like that. We have two other workers operating it regularly and they have no trouble with it.”

The Case IH Maxxum 125 is also extremely comfortable to operate. The cab suspension reduces shock loads by 25 percent both on the road and in the field.

A power boost of up to 25 horsepower can be achieved with the six-cylinder Maxxum models, allowing you to move through tough conditions and steep inclines without losing speed or

productivity.

All Maxxum engines feature a high-pressure common rail fuel system to provide optimum engine performance through the speed and load range. This system offers benefits such as more power, faster throttle response, better fuel economy, less noise and lower exhaust emissions due to more efficient and more complete fuel combustion.

Giltrap AgriZone, as with all Case IH dealers throughout New Zealand, have the full backup of a genuine Case IH parts warehouse and technical service right here in New Zealand. “Giltrap Agrizone have a really good reputation in Cambridge and I knew they would provide a great service”.



Maxxum Multicontroller armrest

THE NEXT STEP FORWARD FOR CASE IH AXIAL-FLOW® COMBINES



Case IH Axial-Flow® combine redesigned cab

Case IH has unveiled new features on its legendary Axial-Flow® combines for 2014, including a redesigned cab and a folding auger with an industry-exclusive pivoting spout option, helping to make these high-output machines even more productive.

Guided by input from farmers and contractors, Case IH has taken the largest and quietest cab in the industry - and made it even better. The new advanced 'Luxury' cab offers a higher comfort level.

"Our new, redesigned cabin has advanced even further to set the industry standard in convenience, comfort and ergonomics, and provides the operator with an office in the field," says Tim Fanning, Operations Manager for Case IH. "Best of all, this new cab will be part of all Axial-Flow combine models."

NEW MULTIFUNCTION PROPULSION HANDLE

New features of the new cab include a slim Multifunction Propulsion Handle, redesigned to put all key controls within a finger's reach. There's also an upgraded right-hand console with simple ergonomic controls and slide rail that allows for adjustment of the AFS display, plus a cup-holder and

office items.

Multiple convenient storage locations have been added featuring brushed-chrome styling in the luxury cab. Operators can stay tuned in and connected on the go with an iPad or iPod plug-in, and a co-driver's seat opens to reveal a convenient, portable electric refrigerator to keep food and drinks cool.

Leg and foot room are now greater thanks to increased seat travel, while a red leather luxury cab seat provides greater comfort.

FULL STEERING COMFORT

The steering wheel is infinitely-adjustable, tilting and telescoping to suit the operator, and providing maximum visibility without impairing the cutterbar view. The new steering column has been reduced in overall width to provide better header visibility. Foot pegs are fitted for greater comfort on long harvest days.

NEW SEATING

The operator's seat has been lowered by 4cm and has 7cm more seat travel to provide further cab comfort. A semi-active air suspension seat is standard on all 30 series combines.

This uses a sensor and controller mounted inside the seat suspension, with a shock absorber adjusting to provide the level of damping required by the terrain, for a better quality ride.

"We understand the long hours that operators spend in their combines," says Tim. "Our goal was to offer every convenience of an efficient, comfortable working office and make it available on every Axial-Flow model."

"By introducing more powerful, more intuitive, and more efficient combines, Case IH is helping farmers be ready for whatever harvest may bring now and in the seasons to come."

All models use the state-of-the-art AFS® Pro 700 display for yield monitoring and machine and guidance control. The AFS Pro 700 is compatible with all Case IH equipment, so can be easily transferred to a tractor cab at the beginning of the next season – for controlling application maps, for example.

UNLOADING MADE SIMPLER

To make on-the-go unloading more comfortable and safer with wider headers, Case IH has added new auger options. To enable easy unloading from the widest headers, as well as

simple transport and storage, a High Capacity folding 8.8m auger is now available.

Auger folding is controlled entirely by the operator from a simple switch in the overhead cab controls. Unfolding for field use is fast, while folding for road transport/storage reduces combine length.

The new 8.8m auger option folds out to 95 degrees for easy visibility when unloading, while when folded access to the rear service deck is unaffected, and the auger is within the width of the combine side panels. The 8.8m auger system is required for all combines specified with 12m and wider headers.

The new industry-exclusive pivoting spout option is available for all High Capacity unloading auger lengths. It allows the operator to accurately adjust the grain stream in or out by simply using the shift + unloader swing button on the propulsion handle. This allows the operator to position the unloading spout precisely where needed instead of repositioning the entire tractor-grain trailer combination relative to the combine. In this way, the risk of the tractor/trailer spilling grain or coming into contact with the header is reduced, and when laying straw swaths for baling, the tractor need not run on the rows.

The electrically-controlled auger spout boosts harvest efficiency by allowing perfect grain trailer filling. The new spout moves the grain stream by approximately 60cm to 90cm, while also providing a spill-proof grain saver feature. When the unloading auger is disengaged, the spout automatically and quickly pivots upwards to prevent any grain from dribbling out. In addition to this, it allows grain to be directed straight downwards to reduce wind-blow of light crop types.

In addition, powered grain tank covers, controlled from the cab, reduce downtime when preparing for

transport or harvest.

NEW DELUXE CHOPPER

Case IH deluxe chopper packages have been upgraded to include in-cab adjustment of the chopper counter knife bank. Knife position is adjustable in steps of 0 / 25 / 50 / 75 and 100% insertion, via a dedicated switch on the right-hand console. There's also an in-cab adjustable rear rotor discharge door. In addition to the chopper speed shift lever, it is now possible to switch the combine from 'chop' to 'swath' in under a minute. No covers need to be opened, and there's no need any more for the operator to work in the dust.

If the emergency stop button on top of the multi-function handle is pressed, the counter knife bank will fully retract, providing an additional measure to protect the chopper and counter knife against foreign objects, such as stones. Less need to reset the counter knives manually means chop quality and even spreading are maintained.

NEW CHAFF SPREADER

A deluxe chaff spreader option, which includes in-cab adjustment of the

spread distance and distribution, is now available. Three dedicated buttons on the right hand console control these functions.

EFFICIENT POWER, EFFICIENT OPERATION

From the feeding system to the patented Case IH AFX rotor with its concentric rotor cage design, Axial-Flow combines continue to create smooth crop flow, improving throughput and putting more high-quality grain in the tank.

As part of the Case IH Efficient Power family, Case IH Axial-Flow 30 series models feature added horsepower to power through tough conditions, courtesy of fuel-efficient Case IH FPT engines. Across the Case IH line-up, the same proven power plants deliver an average 10 percent efficiency advantage over comparable Tier 3 models.

"Case IH has been continuously improving the Axial-Flow AFX rotor, always setting the trend as a leader in harvesting," says Tim. "Overall, the simple and reliable Axial-Flow design, with fewer moving parts, helps producers stay in the field over a wider range of crop conditions, helping protect both yields and quality."



Case IH Axial-Flow® combine folding auger with pivoting spout

NEW AFS RECEIVER

A BIG STEP UP IN ACCURACY



Sue and Barry Copland

South Canterbury crop farmer Barry Copland's Case IH Advanced Farming System (AFS) has saved him time and money and taken the guess work out of his spraying and drilling operations. Barry farms 400 hectares on the Geraldine-Fairlie Highway. For the past three years has operated a Case IH AFS 372 receiver, which enables him to pick up both CenterPoint and RangePoint RTX.

Case IH Advanced Farming Systems (AFS) have been at the

forefront of precision farming for more than a decade, giving farmers the ability to control the entire crop production cycle. AFS tools include everything you need to achieve repeatable accuracy down to 3.8cm, reduce overlaps and cut input costs so you can maximise your yield potential. Case IH's AFS capability can include automatic steering, sprayer boom control, yield mapping and much more by adding a Case IH completion package.

Barry Copland says his AFS 372 roof receiver was an upgrade from his previous AFS 262 model. He uses it for a range of tasks, including seeding and cultivation. "The receiver can also go back into the combine harvester for steering and for the yield maps the combine produces at harvest time," he says.

A sat-nav in a car typically has a positioning accuracy of 5.0m. The Case IH RangePoint RTX has a pass-on-pass deviation of just 15cm while Case IH AFS CenterPoint equipment can achieve accuracy down to 3.8cm. CenterPoint RTX is best used with the AFS 372 receiver on farms outside of RTK base station coverage areas. It is ideal for crops and applications requiring 3.8cm accuracy.

Barry says the system is excellent and takes a lot of the inaccuracy out of his work. "The sprayer tractor is using an FM 750 receiver for boom section control and we're looking at getting the tractor to do that with the drilling," Barry says.

He believes many farmers underrate how much they overlap when spraying, fertiliser spreading and cultivating. "With the accuracy we now have in the sprayer with boom section control, I'm spraying right out. Previously I was happy to have 100 litres left because I didn't want to run out of chemical; if you run out it's a big job going back for more," Barry says.

“When you do your paddock and you pick your boundary out I’m finding the paddocks are remaining within 0.1 of a hectare. Without some sort of system it’s a complete guess to how much chemical you’re going to use. We’ve definitely found the accuracy with spraying is really good.”

Barry says the Case IH AFS system is particularly good for young

drivers, who are often not as accurate as older drivers. And it is relatively simple to operate. “I had come from a lesser system on my sprayer that only did steering and didn’t do any of the boom sections, so I had a basic knowledge. They are similar to the setup of a cell phone; you scroll you way around the screen and select. They’re touch screens and the combines have had a touch screen for the

past seven or eight years so I’ve been familiar with them.”

Barry operates a fleet of Case IH tractors, including a CVX150, a Puma 160, a CVX 1190 and an MX135, and he also has a Case IH 8120 combine harvester. He enjoys a good relationship with his dealer, Cochranes in Timaru, which provides excellent backup service.



The Copland's Case IH line-up

CASE IH ROLLS OUT NEW SCOUT UTILITY VEHICLES

Case IH has unveiled its new range of Scout four wheel drive utility vehicles, designed primarily as a versatile, safe and comfortable tool for getting you and your gear around the farm. And just as you would expect from any machine wearing the Case IH badge, the USA-manufactured Scout is built tough, utilising nothing but the highest quality components and materials.

The Scout comes available in three different models:

SCOUT 4X4 BASIC

– the entry level option for the price conscious buyer - powered by an economical 480cc Vanguard Briggs and Stratton 4 stroke petrol motor.

SCOUT 4X4 XL

– for the high performance

enthusiast, the XL features a grunty 675cc Kawasaki 4 stroke petrol motor.

SCOUT 4X4 XL DIESEL

– the most capable model in the range, offering a 719cc three cylinder Kubota diesel motor.

All three models feature mud tyres and a comfy, soft cushioned bench seat - easily accommodating two



The new Scout 4x4 Basic model

passengers, while the MacPherson Strut front suspension and best-in-class independent rear suspension means a comfortable ride even in the roughest of terrain. The XL models go even further, providing double A-arm front suspension with coil-over shocks.

Case IH has opted for a wide ratio CVT transmission for fuel efficiency and smooth shifting, hydraulic four-wheel disc brakes, ROPS protection, retractable safety belts and halogen headlamps all as standard.

The frames of the XL models are constructed of the same grade corrosion-resistant, lightweight aluminium used in jet fighters, while the Basic features a durable steel frame and box construction. With total vehicle capacities of 420kg to 725kg and a spacious cargo box on the rear, Scout utility vehicles are designed to handle big loads with ease.

For added peace of mind, every Scout comes with a 2 year/2,000 hour warranty.



The versatile Scout 4x4 XL model



IRRIGATION POWER UNITS

Four models to choose from, 74kw/99hp to 178kw/239hp.

Case IH Irrigation Power Units are O.E.M. designed, tested and manufactured to give you unparalleled fuel efficiency and dependability.

Whichever CASE IH model you select, you'll benefit from these standard features:

- Rodent proof control panel
- Dual element cyclonic air cleaner
- Air restriction indicator
- Alternator 12V 90 amp
- Starter 12V
- Engine lifting brackets
- Engine sub brackets
- Engine sub base
- Curved exhaust stack
- Fuel lift pump
- Low coolant shut down
- Air-to-air cooled radiator
- Positive de-aeration system
- Engine cooling fan (pull type)
- Sheet metal housing with hood
- Grill screen
- Fuel filter (in-line)
- Vernier, self-locking, throttle cable
- Nationwide service and support

Build specifications may be subject to change. Check with your local Case IH dealer.



YOUR LOCAL CASE IH DEALERSHIP:

KAITAIA Kaitaia Tractors Ltd
DARGAVILLE Redline Farm Machinery
PUKEKOHE Roger Gill Agriculture
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ROTORUA/TAUPO Giltrap AgriZone
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NEW PLYMOUTH TransAg Centre 2014 Ltd
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03 211-1333

