**MEDIA RELEASE**

**aiming for the podium - Case IH to sponsor Aprilia in MotoGP™ series FOR SEASON TWO**

**March 23, 2023**

## Case IH has announced that it will once again be an official partner of Aprilia Racing, for the 2023 MotoGP™ World Championship series.

## Ahead of the first race in the 2023 MotoGP World Championship series, the Portuguese Grand Prix at the Autódromo Internacional do Algarve circuit on 26 March, Mirco Romagnoli, Vice President Case IH and STEYR, said Case IH was delighted to again be an official partner of Aprilia Racing.

## “We look forward to continuing this fruitful cooperation. We share the same team spirit and vision, focus on innovation and excellence, continually driving for success, and are passionate about what we do,” he said.

The collaboration between one of the world’s leading agricultural equipment manufacturers and one of the most successful teams in motorcycle racing history began in 2022, generating extensive attention, publicity, and wider recognition for the Case IH brand.To highlight the partnership, Case IH Australia/New Zealand hosted dealers, customers and staff at the 2022 Australian Moto GP on Philip Island, something they’ll do again at this year’s Australian round of the Moto GP in October.

Aaron Bett, General Manager Case IH Australia/New Zealand, said this successful partnership between two complementary brands was allowing Case IH to reach a wider, younger audience, in Australia and beyond.

“When our two engineering teams met it became obvious what agriculture and MotoGP technology have in common. There are many similarities and opportunities from both sides. For example, Case IH and Aprilia Racing rely on similar advanced digital technologies to access and monitor vehicle data remotely, while both depend on constantly adjusting settings and reassessing strategies to maximise performance,” he said.

CEO of Aprilia Racing Massimo Rivola said the team had shown itself to be one of the leading contenders in the MotoGP World Championship series.

“All of us at Aprilia Racing look forward to continuing the cooperation with Case IH in 2023. Everyone in our team is focused on their job and our sights are firmly on the World Championship title. In motor sports, the racer who wins never wins on his own; it’s a team effort. This team spirit, combined with the drive for excellence and success, is clearly another thing that we share with Case IH,” he said.

**ENDS**

**PHOTO CAPTIONS:**

**Case IH\_MotoGP sponsorship\_March 2023 1:** Aprilia rider Maverick Vinales shows off the Case IH name as part of the brand’s sponsorship of the team this year.

**Case IH\_MotoGP sponsorship\_March 2023 2:** Aprilia rider Maverick Vinales swaps his bike for a Case IH tractor at the announcement of the continuation of the sponsorship deal.

Case IH is the professionals' choice, drawing on more than 180 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at [*www.caseih.com*](http://www.caseih.com).

Case IH is a brand of CNH Industrial N.V., a world leader in capital goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at [*www.cnhindustrial.com*](http://www.cnhindustrial.com)*.*

**For more information please contact:**

Ross Purdy, CNH Industrial, on 0417 473 562.