**Case IH announced as new sponsor for NZ’s biggest field days**

After a short hiatus, New Zealand’s largest field days event is back, with an exciting program and a brand new sponsor.

After a forced postponement in June – the first in the event’s history - the National Fieldays is preparing for a triumphant return later this month and has just announced a new premium sponsor, agricultural machinery company Case IH.

“National Fieldays is a key date in New Zealand’s agricultural calendar so we’re very proud to be supporting it in this way and helping ensure it can continue to go from strength to strength. The event is a chance for New Zealand’s agricultural sector to come together and celebrate the dynamism and innovation of our industry which has continued to thrive despite the recent challenges,” said Murray Grant, CNH Industrial Commercial Business Manager – New Zealand.

“Case IH and our dealerships have always been enthusiastic participants at National Fieldays and appreciate what a valuable opportunity it is for meeting our customers face-to-face – something we haven’t been able to do for some time – and showcasing our latest machinery and AFS products to a local, as well as global, audience.”

Pete McCann, General Manager of Case IH Australia/New Zealand, said it was another important milestone for the brand in the New Zealand market, following on from the distribution changes introduced by parent company CNH Industrial at the start of July.

“Bringing back in-house the distribution of CNH Industrial machinery in New Zealand was the start of an exciting new chapter for us, and now this new sponsorship deal really caps off what’s been a great year, and cements our commitment to this important and growing market. We look forward to this new partnership with National Fieldays and working alongside the organisers to bring as much as we can to next month’s event.”

As part of this year’s field days, which run from November 30 to December 3, Case IH is also sponsoring a tractor pull, with Case IH tractors involved in the event each day.