MEDIA RELEASE

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**Case IH on the road again**

Challenging weather conditions didn’t dampen the spirits of around 600 Case IH customers who attended the recent Case IH Red Excellence Tour events in Horsham, Victoria and Toowoomba, Queensland.

The tour was a unique opportunity for regional customers to meet global product experts face to face and gain hands on experience driving machinery in the field.

Held over three weeks, Case IH specialists from Australia, North America and New Zealand presented 17 of the latest product models, from the Farmall, Puma and Maxxum range of tractors, to the Steiger Quadtrac “Machine of the Year 2014” and the “2015 Tractor of the Year” Magnum Rowtrac. A range of hay, tillage and harvesting gear was also on show, including the Axial-Flow combine harvester and the new Ecolo-Tiger 875 disk ripper, due for release in Australia later this year

Pete McCann, Case IH Marketing Manager – Australia New Zealand, said the open days were a great success, with customers leaving excited and informed about the current and up-and-coming products.

“This is the second year we’ve undertaken a travelling roadshow of Case IH products, and while it’s a bit of a logistical challenge, it’s a great opportunity to talk to our customers about their needs for the future.”

“We’re constantly looking at how we can add value to our customers farming practice and lowering the cost of ownership,” says Pete.

“Our Advanced Farming Systems team, for example, were on hand to talk customers through the range of automated guidance, section and rate control tools, software and display options available across the Case IH suite of tractors, harvesting and spraying equipment.”

“It’s interesting to hear about what’s important to our customers in their businesses, so we can work together to give them the products they need. And nothing beats being able to touch and test the new machines and see the technology firsthand.”

Customers who were unable to attend a Red Excellence Tour days will be able to see Case IH new products for themselves at dealerships and field days later in the year.

For more information about Case IH products see your local Case IH dealer.

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Drawing on more than 170 years of heritage and experience in the agriculture industry, Case IH provides a powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support required to be productive in the 21st century. More information on Case IH products and services can be found online at [www.caseih.com](http://www.caseih.com).

More news stories and high resolution images at [www.caseih.com.au](http://www.caseih.com.au).

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