MEDIA RELEASE

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*Caption: Award winner: Case IH’s Magnum 380 CVT has just been named Tractor of the Year.*

Magnum takes out 2015 Tractor of the Year Award

The Case IH Magnum® 380 CVT tractor has won the prestigious Tractor of the Year title, presented at EIMA International in Bologna, Italy.

The winners were determined by a jury of 23 expert journalists representing major European trade publications.

The Magnum 380 CVT won the title thanks to features such as the CVT continuously variable transmission (known as “CVX” in Europe), the easy to use multi-controller armrest, the new LED lighting packages, and the innovative “Rowtrac” solution which uses a combination of rear tracks and high-tech low pressure front tyres. This solution provides the tractor with greater traction to transfer power to the ground, with minimal soil disturbance compared to standard single-track machines.

“We are honoured to have received the Tractor of the Year 2015 award,” said Matthew Foster, Vice President Case IH EMEA (Europe, Africa and the Middle East) at the awards ceremony.

“27 years of Magnum tractors means 27 years of approval by the toughest group of testers you can get: farmers in their daily work.”

First launched in 1987, the Magnum series has undergone continuous improvement, further increasing performance and productivity, reducing fuel consumption and emissions, improving operator comfort and therefore optimising the customer’s return on investment.

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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).

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