MEDIA RELEASE

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**Red Power Tour: Case IH customers test out the best**

This February and March marked the first ever Case IH Red Power Tour in Australia. A convoy of shiny new red tractors was driven around the country on the back of three big Iveco trucks, in a roadshow for regional Case IH customers.

The tour presented the new Case IH product models for 2015. Over 250 customers came along to the five events held in Perth, Kadina, Mildura, Dubbo and Rockhampton.

Front and centre on the day was the new Magnum Rowtrac, which won Tractor of the Year for 2015 and most recently, Machine of the Year at SIMA in Paris. The machine – the only one in Australia – arrived straight off the boat from North America on the first day of the tour.

“The Magnum Rowtrac is our newest tractor for row crop farming,” says Pete McCann, Product Manager for Case IH High Horsepower Tractors. “It’s got better flotation, manoeuvring and flexibility – it’s truly an industry leader, and the roadshow gave people an exclusive chance to test-drive it.”

Visitors could also test-drive the other models on show – the new mid-range Magnum, the Maxxum CVT, the Farmall C and Case IH Advanced Farming Systems (AFS).

The open days were a big success, with customers leaving excited and informed about the up-and-coming products. Ken Ohnell, one of Case IH’s North American Product Specialists who was flown to Australia for the Red Power Tour, was on hand to answer any questions.

“I enjoyed talking with Australian customers about their needs for the future,” says Ken. “It’s interesting to hear about what’s important to them in their businesses, so we can work together to give them the products they need. And nothing beats customers being able to touch and test the new machines and see the technology firsthand.”

The Red Power Tour was a unique opportunity for regional customers to meet global product experts face to face and try out brand new machinery before it became available at their local dealer.

The Case IH Red Power Tour visited five regional centres around Australia:

* Perth, WA: February 11
* Kadina, SA: February 19
* Mildura, VIC: February 26
* Dubbo, NSW: March 5
* Rockhampton, QLD: March 13

Customers who were unable to attend a Red Power Tour open day 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 or visit [www.caseih.com](http://www.caseih.com).

Customer Quotes:

Matthew Steber, Kellerberrin WA: “Case IH are always working to improve efficiencies so it was fantastic to have the opportunity to speak with North American tractor specialists about what is in the pipeline and the thought processes that go into new Case IH features and models”.

Malcolm Bruce, Yarrawonga VIC: “The Case IH customer open day was a great opportunity to look at the different Case IH options available – my aim is to get one tractor to do multiple tasks and the day gave me the opportunity to compare different models”.

Tony Quigley, Quigley Farms, Trangie NSW: “It was great to be able to find out about the new Case IH machines and also speak to the Case IH tractor specialists about what is coming up in the Case IH range. We are on our seventh Case IH Magnum so it was interesting to test drive the new Magnum Rowtrac and be able to compare it to the wheeled Magnum”.

Ray Watson, Service Manager, Three Rivers Machinery, Warren NSW: “The event presented a fantastic opportunity to speak with North American Tractor Specialists to gain clarification on CVT transmission and also learn more about tracks verses wheels on the larger machines”.

Ashton McQuade, Biloela QLD: “Being able to see the new Case IH range in person was really beneficial. Learning more technical information on things such as CVT Transmission from the North American tractor specialists first hand was a highlight as well as finding out more about Advanced Farming Systems (AFS)”.

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Drawing on more than 170 years of heritage and experience in the agriculture industry, Case IH provides 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.caseihpressroom.com.au](http://www.caseihpressroom.com.au).

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