** 11th January 2021**

**MEDIA RELEASE**

**Case IH Agriculture Wins ASABE 2021 Innovation Awards**

Case IH Agriculture, a global agricultural machinery brand of CNH Industrial N.V. (NYSE: CNHI / MI: CNHI), has won multiple ASABE 2021 AE50 awards. The prestigious awards, conferred by a panel of international engineering experts, are chosen on the basis of their impact on advanced engineering for the food and agricultural industries. The 50 best products from around the globe are named on the final list. This year the awards will be presented at the virtual ASABE Agricultural Equipment Technology Conference (AETC) to be held in February 2021.

The Case IH award winning innovations all hail from the brand’s successful Customer Driven Product Design process. The process has proven to be key in helping farmers increase productivity, profitability, and safety while at the same time reducing cost and labour.

The **AFS Connect™ Steiger® series** is the brand’s largest and most powerful tractor range, featuring the latest technology in data management systems to enable operators to adjust, monitor and transfer data as they want. The redesigned, ergonomic cab with built-in 4G connectivity also enables remote display viewing for faster servicing and more efficient support.

The **LB436 HD large square baler** helps producers achieve maximum bale density and high-quality bales through the innovative use of a bale chamber that is 16% longer and provides up to 55% more plunger force than other Case IH models. As such the bales produced are denser and more consistent.

The **Axial-Flow® 250 series combines** with sieve pressure visualization; help maximize cleaning system performance by equipping the operator with the feedback needed to save grain and make the correct harvesting parameter adjustments.

The **MultiControl Armrest** design is the result of customer focus group consultations combined with the use of human positioning software, virtual reality simulators and 3D printing. Available on the Steiger and Magnum™ series tractors, the MultiControl Armrest has successfully upgraded its ergonomic rating by 58%.

The **Category 3/4n 3-point hitch quick coupler** (available on the Magnum series tractors) carries the load of a 2-point or 3-point rear mounted implement. This quick-hitch design is more durable and maximizes the strength and life of the quick coupler.

<<<ENDS>>>

**Media contact:**

Emily Perry

Norwood Marketing Manager

06 356 4920

Emily.Perry@norwood.co.nz

www.caseih.co.nz

**Images:**

1. Case IH AFS Connect Steiger 620\_574396.jpg
2. LB436 HD dsc07952.tif
3. 7250 \_20a8987.tiff
4. Magnum AFS Connect Multicontroller armrest.tif