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**MEDIA RELEASE**

**New Case IH Maxxum – Style and Performance**

Added efficiency and eye-catching styling are hallmarks of the new Case IH Maxxum series now available in New Zealand.

The new tractor line offers upgraded Continuously Variable Transmission (CVT) and for the first time includes ActiveDrive 8 transmission, the new three-range, eight-speed powershift transmission from Case IH featuring double clutch technology.

Maxxum has long been a byword for agile, efficient, strong and dependable mid-range tractors. “The new Maxxum series still delivers these characteristics but now offers a host of key improvements around the design,” Case IH New Zealand Product Support Specialist, Andrew Dunlop, said.

The two models, AD8 and CVT, offered new styling and wheelbase and other enhanced features. They join the 16x16 semi-powershift transmission already on offer.

Farm manager Sam LeCren is putting his new Case IH Maxxum ActiveDrive 8 through its paces at Karapiro in South Waikato, where he manages an Angus bull farm and other property for the Auckland-based Plaw family.

It’s just over a month since LeCren bought the tractor from Giltrap AgriZone in Cambridge and already he’s seeing its versatility. He likes having hi-tech at his fingertips while still feeling in command in the cab. “I like the simplicity of the CVT, but I also like having the driver control. This model’s almost like a cross-between the two,” he said.

LeCren first checked out Case IH Maxxum options at Fieldays 2019. The Plaws, who have a commercial truck fleet, subsequently recommended the Maxxum ActiveDrive 8 because of its Tier 4 capability. “They have Tier 4, 5 and even 6 now. For their business they’re very strong on their emissions and being as green as possible.”

The Maxxum was the best of both worlds, he said. “You can set it in automatic and away it will go – and it’s incredibly smooth. You don’t feel the gear changes like you do in a conventional powershift, and I guess that’s because of the double clutch – the transmission is already in the next gear that you want to change into.”

There’s bound to be plenty more undiscovered capability in the machine, LeCren said. “It’s doing everything I need to do but I know it could do more.”

LeCren manages a home farm along three kilometres of Lake Karapiro lakefront and a nearby lease block which runs from by the lake to the predator-proof fence at Mt Maungatautari. Within the boundaries there’s also a fully developed equestrian events centre, horse-breeding operation, vineyards and market garden.

“Part of the reason for buying this tractor was that we’d taken over this lease, which effectively tripled our area, so I needed another tractor.” On the home farm, LeCren farms only 130ha out of 320ha, because the remainder is parkland and the equestrian area.

The home farm comprises three original dairy farms. When LeCren became manager three years ago, the property owner initially did a lot of contouring work with a Puma 150 with powershift, using a scoop and trailers to develop the property. More recently the farm has used a Puma 175 with CVT for developing the horse arena.

The Case IH Maxxum ActiveDrive 8 took out 2019 Tractor of the Year and is best-in-class for fuel efficiency, achieving the best rating ever by a four-cylinder model. Dunlop said one of the most appealing features of the new Maxxum range is the enhanced power options – a 6-cylinder engine now available for Maxxum 150 CVT and Multicontroller for applications, where power counts.

The range also has added efficiency: the ActiveDrive 8 transmission has three ranges and a total of 24 speeds in both forward and reverse. The double-clutch technology results in less torque interruption, while pedal clutching is not necessary for range changes, making this transmission ideal for power-hungry tasks where momentum is important.

The new Maxxum series also has intuitive operations, including options for adaptive steering for faster turns with less steering movements and Headland Management Control II (HMC II) technology. HMC II automates headland turns with the benefits of reduced driver fatigue and improved productivity. AFS AccuGuide and new AFS AccuTurn are also available.

In a stunning new design, the Maxxum is now aligned with that of the Optum CVT, featuring an updated roofline and LED work lights in the front grill. Comfort has been improved with a choice of Deluxe seats, enhanced cab features and a single piece front screen. For increased efficiency, the Maxxum series has improved brake to clutch functionality and options for ISOBUS II and ISOBUS III.

With its adaptive steering, tight turning radius, and brake to clutch function that allowed for inching with the brake pedal, the new series was suited to a variety of activities from field work to loader jobs.

“With excellent power-to-weight ratios, the new Maxxum tractors offer the ultimate combination of muscle and performance, with a host of features we know will appeal to customers looking for a tractor suited to a range of different businesses,” Dunlop said.

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**Images:**

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