

Case IH launches Thai version of its website

Online information now available about the brand's products and dealers in Thailand.

Bangkok, 5 September 2017

Producers across Thailand will find it easier to research agricultural machinery products thanks to the launch of a new website for Case IH. The website offers visitors detailed information about the brand, its products and services in a way that is quick and easy to use, and in Thai language. The Case IH website can be reached at www.caseih.co.th or through the brand global page www.caseih.com by selecting Thailand (ประเทศไทย) as the location.

The new website reflects Case IH's increased commitment to meeting the needs of Thailand's farmers. Its launch closely follows the announcement this April of the company's direct distribution of its agricultural equipment in Thailand in a move that recognises the importance of the Thai domestic market and the country's hub status in South East Asia.

For the sugarcane industry, Case IH offers the most proven line of harvesters available: the **Austoft® 8000 Series** and the **Austoft® 8800 Series**. These machines have earned the trust of Thai farmers for their excellent performance and productivity. Their Smart Cruise technology automatically adjusts engine RPM and reduces fuel consumption up to 0.7 litres of fuel per tonne of cane billet. In addition, Case IH offers the **Austoft® 4000 Series**, specifically designed for small to medium sized landholdings or big plantations with reduced row spacing.

For more information about Case IH, visit www.caseih.co.th

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Press releases and photos: www.caseihmediacentre.com

Case IH is the professionals' choice, drawing on 175 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com.

Case IH is a brand of CNH Industrial N.V., a world leader in capital goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.

Press Contacts:

Francesca Mazza
Case IH Press Relations
Ph: +66 2645 8100
Email: francesca.mazza@cnhind.com

Nutthapak Choonikorn
Case IH Communication Specialist
Ph: +66 2494 8226
Email: nutthapak.choonikorn@cnhind.com