

Case IH appoints new dealer in South Korea and launches two multi-purpose tractors

- *Case IH appointed Samjung Construction Machinery Co. (CMC) as its new official dealer in South Korea.*
- *The Case IH Puma 150 CVT and Maxxum 125 Multicontroller star in the Korea International Livestock Expo 2017 (KISTOCK 2017).*

Daegu-si, South Korea, 21 September 2017

Case IH has entered into a new era in the South Korean market with the appointment of Samjung CMC as its official dealer. Established in 2005, Samjung CMC has established a solid reputation as distributor for Case IH's sister brand, CASE Construction Equipment. From its headquarters in Osan City, branches in Seoul, Nonsan, Kyeongsan, Suncheon, Kimhae, Dwangju and Wonju, a Sambo subsidiary in Hwaseong and a new branch in Ilsan, northwest of Seoul, Samjung CMC provides sales and service support for the full range of Case IH equipment throughout the South Korean market. Building on the existing positive relationship with Samjung CMC, Case IH aims to achieve a much stronger participation in the growing South Korean agricultural equipment marketplace.

"With the appointment of Samjung CMC we aim at establishing a strong footprint for Case IH in the South Korean market," said Emre Karazli, CNH Industrial Business Director for Agricultural Equipment in South East Asia, Pakistan and Japan. *"The Case IH range of premium high horsepower tractors, with the addition of the new Puma 150 CVX and the Maxxum 125 Multicontroller, offers the perfect answer for the fast developing mechanisation of South Korea's agriculture."*

Yu Jae-Heung, CEO at Samjung CMC, added: *"We have been associated with CNH Industrial in South Korea since 2010, as their authorised dealer for construction equipment. We are delighted with the trust that CNH Industrial is giving us in extending our partnership to agricultural equipment and the Case IH brand."*

Together, Case IH and Samjung CMC plan to consolidate the brand's position in the rapidly expanding South Korean market, supporting its growing agricultural sector.



PRESS RELEASE

Two new Case IH high horsepower multi-purpose tractors make debut at KISTOCK 2017

Case IH is unveiling the **Puma 150 CVX** and **Maxxum 125 Multicontroller** to the South Korean market at KISTOCK 2017, which will be held at EXCO in Daegu-si on 21-24 September.

The Puma 150 CVX is a premium tractor with a continuously variable transmission, for ease of use and seamless power transfer in all ground conditions. Powered by an efficient 6.7-litre six-cylinder FPT diesel engine, the Puma 150 CVX boasts a 150 hp (110kW) output with maximum torque of 700 Nm at just 1,500 rpm. The continuously variable transmission delivers a top speed of up to 50 kph, or 40kph in ECO mode. The tractor has rear PTO speeds of 540 and 1,000 rpm, while an optional front PTO can be supplied with a 1,000 rpm capability.

The Puma 150 CVX tractor delivers a rear lift capacity of 8,257 kg, permitting the heaviest attachments to be used. The hydraulic system has an axial piston, variable displacement pump with a delivery rate of 170 l/min for fast, effective operation. A maximum of four mechanical or five electronic remote valves are available at the rear of the tractor, plus a front hitch with a lift capacity of 3,568kg is optional.

Case IH Advanced Farming Systems (AFS) tools can be supplied with the Puma tractor, offering the ability to control the entire crop production cycle. Case IH AFS ensures repeatable accuracy down to 2.5 cm, when using RTK technology, reducing overlaps and cutting input costs, to boost yield potential.

The Maxxum 125 Multicontroller is a mid-range tractor that delivers maximum productivity. The Case IH Multicontroller system puts multiple operating functions at the driver's fingertips, including transmission operation, engine speed control, and the operation of electrical remote valves. Power is supplied by a fuel-efficient four-cylinder FPT engine that delivers 125 hp (92 kW). A powershift transmission drives all four wheels, for maximum tractive and towing ability.

The tractor can be supplied with up to three rear PTO speeds to meet all operating requirements. A 1,000 rpm front PTO package is available as an option. There is also a ground speed PTO available for special trailed equipment. Maxxum tractors are built to handle a wide range of implements, with a high capacity variable displacement pump offering 113l/min of oil. Rear lift capacity is up to 7,864 kg, while a front linkage is optional.

Depending on specification, Maxxum models can be equipped with a self-locking differential or an

electro hydraulic differential with optional 4WD and diff lock management. A suspended front axle ensures a comfortable ride and boosts fuel efficiency, while oil-immersed brakes are standard to provide safe braking from up to 50kph. A compact design provides Maxxum tractors with a turning circle of just 4.6 m.

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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.

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