

Case IH to take on sugarcane harvesting distribution in Thailand

New structure will increase market presence and support for sugarcane customers.

Bangkok, 20th April 2017

Case IH, a brand of CNH Industrial, is establishing direct distribution of its agricultural equipment, in particular market-leading sugarcane harvesting machinery, in Thailand. The company will operate from its South East Asian hub in Bangkok, with support from a new branch opening later this year. This will allow Case IH to work more closely with its customers and to build upon its 175-year heritage in the agricultural equipment market.

Sugarcane is one of the fastest growing crops in terms of land area worldwide and Case IH is world leader in sugarcane harvesting solutions, with over 50 years of experience in this sector.

Case IH sugarcane harvesting machinery has been marketed and supported in Thailand for many years and by local distributor Asia Pacific Agricultural Machinery (APAM) since 2011. However, as Case IH looks to expand its presence in Thailand, the agreement between the two companies has been mutually dissolved.

“By taking control of our distribution in Thailand and working more closely with our customers in this market, we are confirming our company’s position as a leading global provider of innovative harvesting solutions, capable of exceeding the expectations of our customers in this important segment”, said Mark Brinn, CNH Industrial Managing Director, South East Asia, Pakistan & Japan.

Case IH offers the Austoft 8000 Series and 8800 Series sugarcane harvesters, the highest capacity, most advanced and reliable machines in the market, ideally suited to meeting the most demanding productivity and performance needs of corporate farmers as well as contractors. The company also offers South East Asian farmers the Austoft 4000 Series, specifically designed for small to medium sized operations or for bigger plantations with reduced row spacing.

Thailand will become the regional centre of excellence for sugarcane harvesting machinery, offering extensive training for operators and customers, along with unrivalled support and after sales service.

“Case IH offers the most advanced technology products to support sugar mills’ high productivity worldwide. This is complemented by a solid technical training and round-the-clock service to guarantee our customers first-class support during the sugarcane season.” said Duanghathai Phongsaphan, CNH Industrial Country Manager, Thailand.

Working close to our customers to increase sugarcane mechanisation across Thailand

Case IH is a global leader in mechanised sugarcane harvesting equipment, delivering advanced technologies to meet the high productivity and efficiency demands of sugar mills. Case IH also understands that the operator of the harvester is the key to a successful introduction to mechanised



PRESS RELEASE

harvesting and has developed the latest modern techniques to support operators of all skill levels, with strong training programmes for sales and service staff.

The future role for South East Asia in the sugarcane industry will be driven in great part by its producers' ability to continue to increase yields and to mechanise sugarcane harvesting. Case IH has the expertise and equipment to help them develop the mechanisation of their operations and to ensure their profitability.

Through the new direct distribution structure Case IH will guarantee direct access to spare parts distribution, service, technical and training support to build upon its leading partnership relationship with corporate customers and sugar mills. This includes the availability of a sugarcane harvester simulator, allowing operators to learn how to optimise machine performance before commencing field operations. The system can also be used to demonstrate daily maintenance routines and show operators how to troubleshoot and diagnose problems, allowing technicians to ensure that equipment runs with maximum reliability and minimum downtime.

"We are particularly strong in the sugarcane harvesting market and we can offer a broad range of additional equipment that would be suitable for the sugar production industry. We want to get closer to these important customers, to improve our market-leading service back-up and to exceed their expectations as an equipment partner", said Emre Karazli, CNH Industrial Business Director, Agriculture, South East Asia, Pakistan & Japan.

Unmatched agricultural heritage

Case IH was established 175 years ago when founder Jerome Increase Case created a revolutionary threshing machine to speed up the separation of grain after harvest.

This Anniversary is testament to many years of quality, perseverance and progress. It is an occasion to reflect on the company's guiding principles of innovative engineering, efficient power and equipment designed to meet agricultural requirements, a philosophy that will continue in the future.

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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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