

Xinjiang hand-over ceremony for the first of 70 Case IH Magnum™ tractors

The delivery of a high-horsepower tractor to the Xinjiang Lihua Cotton Industry Co. marks the beginning of an important modernisation and mechanisation plan in China.

Xinjiang, 5th May, 2018

A landmark in Xinjiang's agricultural development was reached on 5th of May with the hand-over ceremony for a Case IH Magnum™ 3154 tractor (315 rated hp, 382 maximum boosted hp) to the Xinjiang Lihua Cotton Industry Co. When the keys to the high-powered machine were presented to its new owner at the opening of the 2018 Xinjiang Agricultural Machinery Expo, it was announced that the company will also take delivery of a further 69 Magnum tractors as part of its ambition to boost cotton production.

This is an important collaboration between Case IH, a global leader in agricultural equipment, and the largest business in China's cotton industry. Between now and 2020, Xinjiang Lihua Cotton Industry plans to improve production efficiencies and to increase planting to 2 million mu (133,300 hectares). The Korla City-based company hopes this plan will help improve farmers' living standards in a region which was once world-famous as a cotton and silk producer on the ancient Silk Road.

At the heart of this plan are the standardisation of planting, large-scale mechanisation, and the Case IH Magnum Tractor Series, which is produced at Harbin, in Northeast China. The Magnum has become renowned worldwide since its launch in 1987 as the first choice of large-scale farmers and contractors who demand exceptional performance, reliability and durability.

The Magnum tractor has been setting standards for over 30 years, and in 2017, the 3154 Tractor model (315 rated hp, 382 maximum boosted hp) won the Product Innovation Award at CIAME, receiving recognition for its high performance and proven value in the Chinese market.

The Magnum 3154 benefits from the high-efficiency technology of in-house engine specialist FPT Industrial, with ground-breaking pulling power and torque and the highest horsepower in class. Magnum tractors are also famous for making the operator's job easier. Case IH was the first manufacturer to remove the exhaust from the centre of the hood, lowering noise levels and improving visibility, and today's supremely comfortable cabins have a suspended seat, controls placed strategically within easy reach, and a smooth ride.



PRESS RELEASE

Li Kang, Commercial Director China at CNH Industrial, commented: *"We are proud that the exceptional capabilities of Case IH's Magnum tractors have been recognised by a business as forward-looking as Xinjiang Lihua Cotton Industry. We look forward to making many more tractor deliveries to the company over the coming months and years, and to providing the excellent ongoing customer service and support that has made Case IH so successful around the world."*

In addition to manufacturing tractors, Case IH is also a leading brand in combine harvesting and a market-leader in self-propelled sprayers, cotton pickers and sugarcane harvesters in China.

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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.

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