

CASE IH attracts big crowds at ADMA Agrishow 2016 in Harare

Case IH showcased its wide offering for the Zimbabwean farmers with an impressive product display and demonstrations that attracted big crowds at the second ADMA Agrishow.

St. Valentin, 14 June 2016

Case IH and its distributor Agricon Equipment Zimbabwe exhibited with an impressive stand at the second Agricultural Dealers and Manufacturers Association (ADMA) Agrishow, which was recently held in Harare, Zimbabwe, from the 2nd to the 4th of June.

The stand stood out for its well laid out, and comprehensive product display. Spread over a large area it showcased the brand's full offering of tractors: the high performance utility JXT Series, the JX Straddle models in 2 and 4 wheel drive, the Farmall JXM and Farmall A in ROPS version, the 140 hp Maxxum with cab, and the Puma range. The line-up also included the powerful Magnum and Steiger tractors, plus the high-precision Sprayers, machines which are specifically designed for medium and large scale farming operations. A Case IH Axial-Flow 7130 combine harvester completed the display.

Product demonstrations conducted throughout the show generated a lot of interest, with the Magnum 340 tractor and Case IH Patriot Sprayer 3230 proving particularly popular with the public.

Visitors to the stand also had the opportunity to learn more about Agricon's customer-centred approach to sales and the comprehensive support they are able to provide with the backing of the Case IH organisation.

Jason Smith, Agricon's Chief Operating Officer explained: "Our approach is simple: "be ready". We aim to maintain a full range of Case IH equipment at our dealership at all times, so the customer can visit us and leave with the right products."

Matthew Foster, Case IH Vice President and General Manager Europe, Middle East & Africa, who attended the show, commented: "Agricon is a perfect partner for Case IH. Their excellent after-sales service approach is driven by their long and successful history in supporting fleets of industrial equipment in Zimbabwe. In addition, they are using dedicated IT systems to track machine performance and potential issues."

Jason Smith added: "We have invested in the first completely integrated information technology system that tracks equipment performance. Our clients will have an end to end solution because we can tell the physical position of any equipment, hours or service."

Overall, the show was a big success for Case IH. The JX75T with its 2 and 4-wheel drive options proved to be the best seller, with all available stock sold out and orders placed for shipments already on their way to Zimbabwe. Jason Smith concluded: "The hunger and desire from farmers for quality equipment and effective support has been overwhelming."

Press releases and photos <http://mediacentre.caseiheurope.com/>.

Case IH is the professionals' choice, drawing on more than 170 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers 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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