

Case IH expands digital information offering with new app

Introducing Case IH app for Africa and Middle East / New app provides information on the complete Case IH product range / Special access for Case IH distributors.

St. Valentin, 30 March 2017

Case IH has launched the new Case IH Africa/Middle East App to help customers in the region make better-informed product decisions and to enable distributors to access machine specifications more easily and quickly.

The new app provides comprehensive product information in a convenient, user-friendly way for users of iPads, tablets and smartphones and is compatible with Apple, Android and Windows devices. It can be downloaded free-of-charge in English and French under the search term '**Case IH Africa/Middle East.**'

The app gives easy access to technical specifications, product features and benefits for the entire range of Case IH equipment, including tractor and harvesting models, hay and forage tools, advanced farming systems, seeding, tillage and sprayers. In full screen mode the app also allows users to view product brochures, images and videos. Once downloaded, all these items are available without internet connection.

Easy and intuitive navigation

The Case IH Africa/Middle East app opens with a 3D wheel that enables the user to select an individual model. More detailed information is accessed via a series of images and "hot spots" – information trigger points with descriptions and close-up pictures. A useful comparison function allows users to evaluate key data from two different Case IH models side-by-side.

Useful On-line information for distributors

In addition to being helpful to customers, the new Case IH Africa/Middle East app will support the brand's distribution network. A password-protected area gives distributors access to machine specifications and details. The app enables the Africa and Middle East network to reach all relevant e-documents with just one click.



PRESS RELEASE

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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