

St. Valentin, 29 May 2017

Special edition Puma CVX marks Case IH's 175th birthday

Model number acknowledges brand's foundation / Distinctive 'Viper Stryker' pearlescent red finish inherited from Autonomous Concept Vehicle (ACV) / Commemoration also marks ten years of Puma production // Limited production run of 175 units

Case IH has created a 175th anniversary version of the Puma 175 CVX tractor, which will be available in a limited production run to mark 175 years since the founding of the company that became today's Case IH Agriculture. The jubilee edition also marks ten years' production of the Puma line, the St. Valentin, Austrian-built seven-model range which spans from 150 to 240hp.

Jerome Increase Case founded his eponymous farm equipment business in 1842, in the US town of Racine, Wisconsin, where the worldwide headquarters of the Case IH agricultural business remain today. In 1869, Case manufactured the first steam-engined tractor designed to power stationary implements, and seven years later built the first self-propelled traction steam engine. As steam power began to supersede horses for operating threshing machines, the JI Case Threshing Machine Company became the world's largest producer of steam engines by 1886.

In 1902, five US farm equipment firms merged to form the International Harvester Company. Case IH was created in 1985 when J I Case acquired the agricultural division of International Harvester.

The Puma 175 CVX Jubilee Edition is finished in a distinctive 'Viper Stryker' pearlescent red inherited from the Case IH Autonomous Concept Vehicle (ACV). It also carries unique 175th anniversary decals, only 175 are to be built. Anyone who orders a Puma 175 CVX in the limit of the available stock will receive delivery of a Limited Edition version at no additional cost.

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