

Case IH enters Nigerian tractor market with strong model line-up in partnership with new exclusive distributor Dizengoff

Launch ceremony in Abuja reveals the tractors to help Nigeria achieve food self-sufficiency and become a major player in agricultural exports

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Case IH has demonstrated the strength of its new entry to the Nigerian market by unveiling the tractors that will be sold and serviced by its exclusive distributor and after-sales service supplier, Dizengoff Nigeria. The global leader in agricultural equipment is introducing a wide range of tractors to Nigeria, with 35 to 213 horsepower models capable of meeting the mechanization requirements of every size of farm.

Initiating the exclusive partnership agreement signed earlier this year between Case IH and Dizengoff Nigeria, an official launch ceremony at the NAF Conference Centre in Abuja on 15th June was attended by more than 200 guests. These included Senator Dr. Adamu Abdullahi, chairman of the Senate Committee on Agriculture, representatives of farmers' associations, and commercial farmers from all over the country.

Other notable attendees included Marco Raimondo, Case IH Business Director for Africa and the Middle East; Andrew Baker, CEO of Dizengoff Nigeria's parent company Balton CP Group UK; Antti Ritvonen, Country Manager of Dizengoff Nigeria; Promise Amahah, President of the Young Farmers' Network; and Emmanuel Ijewere, Coordinator with Nigeria Agribusiness Group (NABG).

At the event, Mr Raimondo commented: "At Case IH we are constantly renewing and expanding our product offering to meet the growing needs of farmers in Nigeria and indeed the world-over. We have exactly the right kinds of equipment to meet farmers' needs, to help them raise their efficiency and productivity, and are very excited about our new collaboration with Dizengoff Nigeria."

On behalf of Dizengoff Nigeria, Mr Ritvonen said: "As a company we are committed to ensuring that Nigeria as a nation becomes self-sufficient in food production and, in the near future, becomes a major player in the export of high-quality agricultural produce. Mechanization plays an important role in addressing the issue of agricultural production as a nation, hence the need to support farmers with the right kind of equipment that can take care of their farm needs at different stages of their development."

Case IH tractors are designed to be rugged yet comfortable and easy to operate. The tractor models



PRESS RELEASE

being made available in Nigeria include the 35-75hp JXT range of utility tractors for the smaller scale farmer who needs a totally reliable tractor for a variety of root crop and harvesting applications; 80-88hp and 110-140hp models from the Farmall Series of versatile front loader tractors with compact dimensions and a high power-to-weight ratio, designed to take on general duties on arable farms and tough tasks on livestock units; 112-141hp options from the Maxxum Series, which have a hard-earned reputation as the best mid-range machines on the market; and 142-213hp Puma tractors, with a reputation for efficiency, ease of operation, and premium engineering.

Case IH commemorates its 175th anniversary in 2017. Since Jerome Increase Case established the Racine Threshing Machine Works in Wisconsin, USA, in 1842, distinguished innovations in the company's history have included the first steam engine tractor, first self-propelled traction steam engine, and the world's first row-crop tractor. Case IH is now part of CNH Industrial, which manufactures agricultural equipment and construction equipment at 62 plants around the world.

Dizengoff Nigeria, which has Agriculture and Communications Technology divisions, began operations in Nigeria in 1958. It is a member of the Balton CP Group UK, which also has a presence in seven other nations in Sub-Saharan Africa.

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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For more information contact:

Silvia Kaltofen

Ph: +43 7435 500 652

Case IH Communication Specialist Africa & Middle East

Email: silvia.kaltofen@cnhind.com