

St. Valentin, October 12th 2017

Case IH holds exhibition and test day in support of G7 agriculture ministers' meeting

Attendance at exposition and test day in Treviglio, Italy / Activities include dynamic test with the Case IH Optum CVX, Tractor of the Year 2017 and exposition of the Puma 175 CVX anniversary edition / Event attended by around 200 contractors, students and other agricultural professionals.

Case IH has supported the activities surrounding the meeting of G7 agricultural ministers in Bergamo, Italy, by attending an exposition and test day held beforehand in the nearby city of Treviglio.

Held on October 12, just prior to the October 14-15 G7 meeting, the 'Farm Innovation Lab' event, organised in collaboration with Edagricole, took place at the CREA Center, home of the main Italian research organisation devoted to the agri-food sector. More than 200 contractors, students and other agricultural professionals attended the event.

The primary focus of the event was precision farming technologies, and how these can be harnessed to drive forward farming efficiency and help meet the demand to feed a growing population. Case IH events included a dynamic test of the Tractor of the Year 2017, the Optum CVX, to illustrate how precision farming works in practice, and show the efficiency of the very latest in light weight, high power tractors with continuously-variable transmissions. In addition, Case IH got the opportunity to expose another of its special tractor, the Puma 175 CVX anniversary edition.

"The Farm Innovation Lab event gave us an excellent opportunity to showcase the advances being made in precision agriculture," says Osvaldo Brigatti, Marketing Manager Case IH Italy.

"But just as importantly, we were proud to be given the chance to show our support for the agricultural ministers' meeting of the G7, whose member countries play a critical role in world food production."

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

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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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