

St. Valentin, 27.04.2018

Largest ever Case IH training camp updates dealers on tractor developments and more

Ten-week programme gathers over 1,000 dealer sales staff from Europe, the Middle East and Africa for training on new products and updates / Over 60 tractors and machines totalling over 10,000hp present / Site of more than 500ha offers realistic training and operating opportunities /



PRESS RELEASE

Updates to the St. Valentin-produced Maxxum, Puma and Optum tractors, plus the Farmlift telescopic loader range, have been the focus of one of the largest events ever organised for Case IH dealer sales staff from the Europe, Middle East and Africa (EMEA) region and beyond, during an intensive training course held at a central European location.

Hosted on a large farm near Bratislava, Slovakia, the training saw groups of dealers attend over a ten-week period. Each participant was able to benefit from teaching time in small groups to learn the theory behind the latest Case IH product developments, while the 500ha site meant there was also sufficient space for attendees to spend as much practical time as possible operating the machines present.

“Among the highlights were the latest Case IH precision farming developments, including Advanced Farming System (AFS) upgrades and the combination of Headland Management Centre II and AccuTurn automatic headland turning features to create the new AccuTurn Pro system”, explains Gavin Enright, Case IH commercial training manager for the EMEA region.

“We also introduced dealers to Maxxum tractor developments including the Active Clutch system, which allows drive disengagement using the foot brake, and the new ActiveDrive 8 eight-step semi-powershift, which helped the Maxxum 145 Multicontroller to win the title of Machine of the Year for 2018.”

“The new entry-level X specification Puma 140, 150 and 165 models were also available to examine and drive, and attendees were introduced to the latest upgrades for Puma long wheelbase models, with dealers able to learn about front axle improvements, fuel efficiency enhancements such as a new

variable-pitch fan, a unique-to-this-class exhaust brake, powershift/CVX transmission benefits, and changes made necessary by the introduction of the Tractor Mother Regulations.”

Optum CVX range developments were also covered, including the introduction of a new 250hp Optum 250 CVX model at the base of the range. In addition, there was the opportunity to learn about performance and capability improvements for the Farmlift range of telescopic loaders, including Stage IV engines with Hi-eSCR emissions technology, a high capacity hydraulic pump option for Farmlift 632, 735 and 935 models and enhanced power shuttle functions on the Farmlift 635 and 742, plus new LED light packages for all models.

“The training provided an opportunity for many dealer staff to enhance their knowledge of a number of developments announced publicly at November’s Agritechnica show in Hanover, Germany, while other introductions were new at the event,” says Mr Enright.

“Feedback from dealers regarding the product developments and the way they were presented was very positive. For Case IH, that confirms the value of this sort of training in providing dealers with the product knowledge and operating advice that will then form a part of selling and supporting those products.”

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

Case IH is the professionals' choice, drawing on more than 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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