

Case IH exhibited its tractor and baler offering at SIAM 2018

The Puma 180 tractor made its public debut in its special edition livery celebrating the 175th anniversary of Case IH / With models ranging from the simple and economical JXT45 to the powerful multi-purpose Puma 180, the display showcased the wide Case IH offering

St. Valentin, 8 May 2018



PRESS RELEASE

Case IH and its Moroccan distributor, Hydrau Mac, showcased the brand's wide offering of tractors and balers at SIAM 2018, the major international fair which took place in Meknès, Morocco from the 24th to the 29th of April. Centre stage on the stand was the Puma 180 in its special livery marking 175 years since the founding of Case IH and 10 years' production of the Puma Series.

Mr Hassib Thabet, Business Manager Case IH, commented: "Morocco is a very important market for Case IH. The government is investing in the agriculture sector, which is a key element in its strategy for the country's social and economic development. The ongoing national development programme Maroc Vert launched in 2008 to support the modernisation of farming has the objective of increasing the country's agricultural production by 6,200 to 9,600 million Euro a year in the 2008-2018 period. The SIAM fair is the perfect platform to show how Case IH can contribute to the country's efforts to address rural poverty and food safety, with solutions that can help improve farming revenues through efficient mechanisation."

Mrs Hanane Frikh, Head of Commercial at Hydrau Mac, added: "The SIAM fair attracts such a wide public that it provides the ideal opportunity to reconnect with loyal customers, meet many farmers to discuss their requirements and how Case IH can help them with our equipment, special offers and packages tailored to their business. This is the second year Hydrau Mac Group participates with Case IH, as we were appointed as their distributor in 2016. At last year's edition we had already attracted a lot of interest, but this year Case IH's participation at the show was even more successful."

A wide tractor offering to meet every need

The star of the Case IH stand was the Puma 180, the efficient, multi-purpose tractor with just the right amount of power for row-crop and livestock applications, also ideal for haulage in the sugar industry. Reliable, durable and fuel efficient, it is designed for easy maintenance. It is available with a choice of Full Powershift and Continuously Variable Transmission. When the operator needs more power, the Power Management feature provides 37 additional horsepower. To save fuel during transport operations, both transmission variants can operate with reduced engine speed at 40 km/h. The Puma

Full Powershift comes with an additional 19th Economy gear (1,650 engine rpm) while the APM system of the Puma CVT lowers the engine speed down to 1,450 rpm. In the cab, operators will appreciate the ergonomically perfect Multicontroller armrest, which allows efficient and precise tractor operation.

Beside the Puma were the Maxxum 140 and Maxxum 125 tractors, powerful multi-purpose workhorses. Highly productive and economical on fuel, the Maxxum Series offers a flexible package that can be tailored to the specific needs of the individual customer with industry-leading features. A choice of hydraulic pump systems ensure maximum productivity when operating implements on the 3 point linkage or powering them via remote valves.

Below 100 hp, Case IH presented the Farmall JXM, a perfect utility tractor for all types of farming businesses. With two models – 80 and 90 hp – it is rugged, comfortable and easy to operate, and comes in 2- or 4-wheel drive version and a wide range of transmissions.

At the lower end of the Case IH line up, the brand showed the JXT75 and JXT45, utility tractors that deliver outstanding power, speed, lift capacity and pulling strength together with excellent fuel efficiency. These tractors are perfect for small farmers or as utility tractors on any farming business.

Square perfection with the Case IH small square baler

Also on the stand was a Case IH SB531 small square baler, which has built a reputation for its ability to stand up to season after season of heavy-duty baling, consistently delivering solid, stackable, tied-to-last bales.

Close to the customer

Case IH supports its customers in Morocco working in partnership with its distributor Hydrau Mac. It serves farmers across the territory through its network of 10 dealers, which will be further strengthened with 5 more dealers by 2018.

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 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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