

Case IH proves equipment robustness and service excellence at ADMA Agrishow

Case IH's Zimbabwe distributor goes public with machine servicing, confirms big order from Ministry of Agriculture, and shows new Early Riser® planter

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PRESS RELEASE

Case IH, the global agricultural equipment leader, played a starring role in Zimbabwe's fourth annual ADMA Agrishow on 14th - 16th June.

The new location for this year's event at Borrowdale Racecourse, near Harare, meant there was space only for static displays, and not the live product demonstrations of previous years - but Case IH delighted visitors by building a full-service bay, performing major services on customers' machines in full public view, and sharing the results of the serviced machines' dynamometer tests.

All of the machines that appeared in Case IH's service bay during the two-day event had been working hard on farms in Zimbabwe, some for many years. This allowed Agrishow visitors to see for themselves the robustness and durability of Case IH equipment, as well as the expertise of the mechanics employed by the brand's distributor, Agricon.

Agricon's Chief Operating Officer, Jason Smith, commented: "Case IH is renowned for designing and manufacturing the best agricultural equipment in the world, and Agricon takes pride in providing the best technical advice and customer support there is. We also appreciate how important it is to provide Zimbabwe's farmers with full-service solutions at the right price. Some people said our approach to this year's Agrishow was 'brave,' but we had every confidence it would demonstrate how seriously we take customer-support and servicing - and how robust and durable Case IH equipment is."

The ADMA Agrishow is organised by the Agricultural Dealers and Manufacturers Association to highlight the benefits of modern farming practices and mechanization. Case IH is providing meaningful assistance to this progress, in Zimbabwe and elsewhere in Africa, with its world-class equipment and customer support. This commitment was recognised recently when Zimbabwe's Ministry of Agriculture selected Case IH to supply 20 Axial-Flow® 5140 combines, which are designed for mid-sized arable operations. Case IH's Axial-Flow single-rotor technology has revolutionised combine harvesting with its simplicity, grain quality, grain savings, and crop adaptability.

Case IH displayed its Axial-Flow 7140 combine at the Agrishow plus a range of medium-power Puma and higher-power Magnum tractors, as well as the entry-level 36 kW JX45T and the mighty 410 kW Steiger 550. The full-line agricultural equipment provider also gave one of the first public showings of its new 2000 Series Early Riser® planter, which enables faster and more uniform crop emergence.

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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