

Case IH highlights tractors to boost Tunisia farm productivity at nation's premier show

Case IH distributor Agrodiss Machinery takes major place among exhibitors at one of Africa's leading farm shows / Displays comprehensive product offering for country's farmers / Tractors from Farmall JXM, JX Straddle and JXT ranges among highlights / JX80 Straddle model display highlights 43-unit government tender success

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PRESS RELEASE

Tractors aimed at helping enhance the efficiency and ease the workload of the nation's farmers were central to the Case IH exhibit at SIAMAP, the Tunisian International Exhibition of Agriculture, Agricultural Machinery and Fisheries, held last week in Tunis, with a recent government tender win underlining the brand's commitment to tractors which match the particular needs of North African agriculture.

One of the most important agricultural shows in Africa and the Arab world, SIAMAP celebrated its 14th edition at the recent event, held from September 24-29 at the Kram Exhibition Center. Covering 20,000 square metres and visited by more than 200,000 people, the show played host to more than 600 exhibitors from Tunisia and 30 foreign countries, according to the UTAP, organizer of SIAMAP. Case IH had a major presence at the event, displaying a large number of tractors targeted at the Tunisian market and other countries in Africa, and aimed at matching the show themes of sustainable agriculture for efficient and productive self-sufficiency.

Tractors on the show stand included a JX80 Straddle model, plus Farmall® 80JXM and Farmall® 90JXM machines from the Farmall® JXM series, while the JXT range was represented by JX40T and JX75T models. It was the JX80 Straddle in particular, though, that took centre stage.

"We highlighted a 2WD example of this tractor to underline the success we have had in winning a recent Tunisian government Ministry of Equipment tender for 43 units, distributed to different municipalities," explains Hassib Thabet, Case IH Business Manager for the region.

"With a standard 12F/12R synchromesh transmission, and other options ranging from an 8F/8R synchromesh to a 20F/20R powershuttle, this 80hp four-cylinder turbocharged tractor is attracting increasing interest, underlined by the government order."

Agrodis Machinery offers a range of Case IH equipment to Tunisia's farmers, including JXT tractors of up to 75hp, Farmall JXM tractors of up to 90hp and the SB range of small square balers. Based in Ben Arous, Tunis, the company also has ten service support centres throughout Tunisia's most important agricultural areas, with sites at Mateur, Jendouba, Sousse, Sbikha, Sidi Bouzid, Gabès, Zarzis, Djerba, Kébili and El Kef.

Press releases and photos www.caseihmediacentre.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.

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