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Unique online trade event announced by Case IH

Totally immersive online machinery show/ External speakers to cover key issues in agriculture/ Presentation technology and content will provide unmissable experience.

Instead of waiting until farming trade shows can restart, leading agricultural machinery manufacturer Case IH will be presenting a 'not to be missed' online event of its own. Using state of the art online technology, 'Youniverse' is the first digital agricultural machinery fair designed around 'you' the farming professional, whether farmer, contractor or dealer. It is not just another live streaming event or virtual showroom, but promises to be a totally immersive, infotainment experience like no other.

As well as demonstrating the Case IH range, Youniverse will provide a wide range of information and opinion across the key issues in agriculture, including the changing demands of the food industry, agronomy, new technologies and the environment. Speakers have been drawn from the European farming media, technology companies and across the CNH Industrial group.

Case IH will be focusing on its latest products, the Quadtrac AFS Connect and Puma CVXDrive tractors, together with the Axial-Flow combine harvester series combine and LB436 HD large baler, which will be shown using special 3D presentations. Other key products in the Case IH range will also be included in the show, and users will also be able to explore the company's sister brands, the AgXtend range of leading-edge precision technologies and FPT Industrial powertrains.

Accessible on all computers, tablets and mobile devices, Youniverse's platform uses impressive presentation technology and a dedicated app, so users can connect, cultivate and grow networks. They can interact with dealers and specialists and even 'meet' industry experts and other farmers. The digital fair will be running from April 9 to 18, 2021. Free registration at youniverse.caseih.com.

"Youniverse is an exciting concept and will include a wide range of content to appeal to a wide audience, so we would encourage everyone involved in farming and the wider agricultural sector to take a look," says Ville Mansikkamäki, Vice President Case IH Europe. "In these difficult times, we are 100% dedicated to staying connected with our customers and partners. Our investment in this unmissable event demonstrates that beyond doubt."

Please find the press kit by clicking the following [link](#).

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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