

Gold medal at AGROTECH in Poland:

Magnum continues to surf the wave of success

Case IH Magnum 380 CVX tractor receives third award in a row / Following the awards at EIMA 2014 and SIMA 2015, technological advancements are honoured at AGROTECH now / Rowtrac option appreciated for extending working windows and improving soil protection

Kielce / St. Valentin, 31.03.2015



PRESS RELEASE

The Case IH Magnum has received the third distinction in a row: Following the “Tractor of the Year” at EIMA in Bologna last autumn and the “Machine of the Year 2015” at SIMA in Paris in February, the new Magnum 380 CVX was now awarded a gold medal at AGROTECH fair in Kielce, Poland. This International Fair of Agricultural Techniques is the showcase for exhibitors from many European countries. More than 700 well-known, market-leading companies join the exposition to display their latest equipment and appliances for farms and forestry operations. “The Case IH Magnum 380 CVX has received unprecedented recognition in the last six months. Such a triple success with three of these prestigious awards in a direct row is a clear sign of the appreciation that Case IH and our innovative, high performance machines receive in agriculture”, said Matthew Foster, Case IH Vice President responsible for Europe, the Middle East and Africa, at AGROTECH yesterday.

Taking place for the 21st time this year, AGROTECH is Poland's largest and most important agricultural trade show. On more than 60 thousand square meters of exhibition space, over 58,000 visitors can see and enquire about hundreds of machines of all different sizes and for all kinds of agricultural and forestry applications. “For Case IH, this well-established trade fair offers excellent opportunities to present our modern, innovative and efficient machinery to customers in Poland and far beyond. We know that increasing the efficiency of operations is a general requirement for agricultural businesses throughout Europe, the effects of climate change further adding to the necessity to make the most from the available working windows. Being able to further intensify our consumer relations and presenting our high-tech solutions indeed made our participation in the AGROTECH Fair highly successful. And last but not least: the fact that we did not only receive the gold medal for our Magnum 380 CVX but also a second gold medal of the Kielce Trade Fair for our ‘highly original and modern style of the brand's presentation at the exhibition’ makes this success even more exciting”, concludes Foster.

Impressive evidence of continuous innovation

Following the first launch in 1987, the Case IH Magnum series has since been continuously improved, thus increasing performance and productivity, reducing fuel consumption and emissions, and improving operator comfort and thus optimising owners' return on investment. The new Magnum 380 CVX features CVX variable transmission, easy to use multi-controller handle, new LED lighting packages and of course the innovative "Rowtrac" option which combines the best of wheeled and tracked machines.

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

Case IH is the professionals' choice, drawing on more than 170 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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