

Kielce, 11 March 2014

## **Case IH wins two gold medals at AGROTECH - the 20<sup>th</sup> International Fair of Agricultural Techniques 2014. Success in all fields!**

The most important mid-year industry event has come to an end. The 20<sup>th</sup> edition of AGROTECH – the International Fair of Agricultural Techniques – attracted a record audience of 58,500 people. The exhibition covered a total area of nearly 60,000 square meters.

Just like every other year, AGROTECH 2014, and above all, Case IH exhibition stand enjoyed enormous popularity.

The 20<sup>th</sup> International Fair of Agricultural Techniques visitors saw products by 600 exhibitors from England, Austria, Czech Republic, Denmark, France, the Netherlands, Ireland, South Korea, Lithuania, Germany, Slovakia, Slovenia, Turkey, Italy, and Poland.

Case IH brand presentation was truly impressive. Case IH products were shown on a total area of approximately 1,500 square meters, including the external area in front of the main exhibition hall and the exclusive entrance terminals to the exhibition.

To cater for the needs of all visitors, apart from the exhibition of the professional products representing almost the complete range of Case IH products, the brand offered a variety of activities for visitors, including professional product demonstrations illustrating the innovative solutions applied by Case IH in response to the demands of today's farms (product presentations and quizzes included the following fields: Case IH Farmall U Pro, Case IH AFS®, Case IH Magnum, Case IH Axial-Flow®, CVX/CVT, Case IH balers). Case IH also organized a quite unconventional meeting with the representatives of industry-specific media, which took place at the Targi Kielce Exhibition and Congress Centre viewing balcony. The foregoing activities and attractions were dedicated to all those who wanted to learn more about the current Case IH solutions. Within the Case IH exhibition stand, the Case IH team provided a space for all fans of the brand and social media. The arrangement of Case IH



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stand also proved appealing to the journalists of TVP1 channel of the Polish Television who decided to record their latest episode of a TV programme for farmers - "Tydzień" ("Week") – with Case IH stand and brand banners in the background (the broadcast is available at: <http://www.tvp.pl/informacje-rolnicze/tydzien/wideo/09032014-0800/14039155>).

Among the new products for 2014, Case IH presented the latest generation of Steiger and Quadtrac tractors, including the new Quadtrac 540 and Quadtrac 580 models, and the latest, top model - **Quadtrac 620** - with rated power of 628 hp and maximum power of 682 hp. This huge machine, which is the world's most powerful mass-produced tractor in this power category, was given the **Machine of the Year 2014** award. The new Quadtrac provides a torque of nearly 3,000 Nm and has scale weight of 25 tons. The red giant greeted all visitors in the external exhibition area outside the main exhibition hall, where later they could visit Case IH stand.

During AGROTECH 2014 exhibition the brand also presented tractors from the acclaimed **Case IH Maxxum** series, including three new models with a variable transmission: Maxxum 110 CVX, 120 CVX and 130 CVX being the latest and most versatile tractors equipped with powerful engines and comfortable cabs.

The new series of Magnum tractors with a maximum engine power of 419 hp, developed and built in accordance with our customers' wishes, was represented by **Case IH Magnum 370 CVX**: a showpiece of a strong, comfortable, efficient and reliable tractor for professionals. Magnum CVX is the most powerful mass-produced conventional tractor in the industry with a power rating of 235 - 370 hp. Coupled with selective catalytic reduction (SCR), Efficient Power technology delivers the required power and torque without increasing fuel consumption, and keeping a low level of emission of harmful exhaust fumes.

All AGROTECH 2014 visitors were greeted by Case IH Puma 230 with a new model of variable-chamber baler – Case IH RB 465. The currently available series of these balers includes two models - RB 455 and RB 465 - which produce bales with a width of 1.2 m and a diameter of 0.9 to 1.5 meters (RB 455) or between 0.9 and 1.8 meters (RB 465). Both models are available with an optional rotary feeder and a rotor/cutter. Therefore, the new baler models RB 455/465 can be easily adapted to different operating conditions.

During this year's edition of AGROTECH 2014, Case IH also revealed new features of the legendary Axial-Flow® combine which greeted the visitors in front of the second entrance terminal. The models offered by Case IH in 2014, equipped with an optimized cleaning system, more efficient clean grain conveyor and a new folding feeder with a unique optional

rotating end section, which all make these highly efficient machines even more productive, are also fitted with a new cabin for a high level of comfort, as well as other solutions to ensure outstanding performance in the field.

The first day of the three-day exhibition ended with a gala event, during which the winners of the 20<sup>th</sup> International Fair of Agricultural Techniques AGROTECH 2014 were honoured. The event was graced by the presence of, among others, the Minister of Agriculture and Rural Development and the Vice-President of the Committee on Agriculture and Rural Development of the European Parliament. Case IH was a brand which was highly honoured with the Gold Medal of Kielce Trade Fair. The award - **the Gold Medal of Kielce Trade Fair** - was awarded by the competition jury to **Case IH Farmall U Pro series in recognition of the brand's application of modern design and ergonomic solutions**. Additionally, **Case IH was awarded the Gold Medal of Kielce Trade Fair for a highly original and modern style of the brand's presentation at the exhibition**. Case IH also won the Grand Prix of Targi Kielce Agro Event 2014 competition for organizing the most attractive event for the visitors of the 20<sup>th</sup> International Fair of Agricultural Techniques Agrotech 2014 in Kielce, namely the event dedicated to Case IH AFS® advanced farming systems, including product presentation, a quiz for visitors, and finally the most engaging part for the visitors, i.e. the competition called "CASE IH AFS® SIMULATOR - see how much you can save by using Case IH innovative solutions." The entire event was hosted by a popular Polish MC, Irek Bieleninik, continuously supported by a Case IH specialist.

Press releases and photos are available at:

<http://mediacentre.caseiheurope.com/>.

*Case IH is professionals' choice. It is based on 170 years of heritage and experience in the agricultural industry. A wide range of powerful tractors, combines and balers is supported by a global network of professional dealers who care about providing our customers with solutions that ensure excellent support and productivity required by the efficient farms of the 21st century.*

More information on the products and services by Case IH can be found at [www.caseih.com](http://www.caseih.com).

*Case IH is a brand of CNH Industrial N.V., the global leader in the sales of capital goods, quoted on the New York Stock Exchange (NYSE: CNHI) and the Mercato Telematico Azionario of the Italian stock exchange (MI: CNHI).*

More information about CNH Industrial can be found at [www.cnhindustrial.com](http://www.cnhindustrial.com).

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