

St Valentin, April 9, 2014

Case IH starts 'combine training season 2014' in South Africa

Combine training for dealers and sales staff follows global harvesting seasons

Case IH combine training for optimum customer care / First stop in 2014: South Africa / Good mix of theory and practice / Successful simultaneous customer event

Case IH has kicked off its 2014 combine training season in Delmas, South Africa, with both basic and advanced sessions taking place in recent weeks, and over 50 dealers and sales specialists receiving detailed instruction on the latest Case IH combines on a large dealership close to Johannesburg.

"Our engineers strive for a design which brings about top grain quality and high throughput, but is also rugged, uncomplicated, and easy-to-operate," says Georg Landerl, commercial trainer for Europe, Middle East and Africa (EMEA) at Case IH.

"And yet, in order to enable our customers to make the best choice and then also the best use of their combines, our sales staff must be very experienced, knowledgeable, and able to provide optimum assistance."

Detailed instructions and hands-on experience

Combine training and courses for all other Case IH equipment are well established and appreciated as tools for optimum customer care all over the world. The Case IH EMEA organisation administers these training sessions in Europe, the Middle East and Africa.

"Following the courses with sales people of Northmec and another important dealer from East Africa, the next trainings will take place for the UK, Eastern Europe, Austria and Germany in the weeks to come," says Georg Landerl.



PRESS RELEASE

"At Case IH we take optimum customer care seriously right across the globe," stresses Georg Landerl.

"The emphasis is on an attractive mixture of theory and practice. About 50% of my courses are reserved for hands-on experiences on the combines. In the next training in South Africa, which is already scheduled for April 2015, we will try to make sure that practical combining experiences will be one part of the course, and thus provide an even stronger motivation for our sales staff."

Best settings for optimum results

"Successful threshing has a lot to do with the right combine settings. That's why our training sessions include a theoretical part on different threshing systems, explanations of the advantages of the Case IH Axial-Flow in comparison to other systems, and exercises on achieving the optimum settings for different crops and circumstances.

"Following these explanations, we always include a practical training on the machine itself. We regularly receive positive feedback that the skills of our sales people are very much appreciated by our customers who enquire about and then invest in Case IH machinery."

Whenever the training facilities allow, some 'dry practice' is therefore part of the course if no real combining experience can be provided. Such 'dry runs' provide for valuable driving and setup experiences and help sales staff to get fully familiarised with the combines.

"In order to allow for actual combining experiences, the next combine 'training on the job' in the EMEA region will take place in Spain between the end of May and mid-June this year – and we have already received numerous bookings for these courses," says Landerl.

Encouraging results

In their feedback, participants of the training sessions frequently highlight the benefit of such courses. "Very good, learned a lot!" and "Great training course" were just two of the positive reactions in South Africa.

"We also had a customer event at Delmas, taking place at the same time as the training. The fact that several combines were sold at this event provides convincing evidence of the trained staff's capabilities," adds Landerl.

Press releases and photos <http://mediacentre.caseiurope.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.

For more information contact:

René J. Laglstorfer
Tel: +43 7435 500 634

Case IH Public Relations
Europe, Middle East, Africa

Email: rene.laglstorfer@caseih.com
www.caseih.com