

## Case IH Magnum 380 CVX awarded “Tractor of the Year 2015”

**Innovative Case IH tractor distinguished at EIMA International, Bologna  
Expert jury recognises technological achievements**

Bologna / St. Valentin, 12.11.2014.

Following a challenging selection process that culminated in a final with seven other competitors, the Case IH Magnum 380 CVX was distinguished as “Tractor of the Year 2015” at EIMA International, the International Agricultural and Gardening Machinery Exhibition in Bologna, today. Awarded for the first time in 1998, the “Tractor of the Year” is a prestigious prize recognizing technological achievements in agricultural engineering. The award-winning Magnum 380 CVX was identified by 23 independent agricultural journalists from trade magazines in 23 European countries. “I am more than proud to represent “Case IH” and receive the “Tractor of the Year 2015” award for the Magnum 380 CVX today”, said Matthew Foster, Vice President Case IH Europe and responsible for Europe, Africa and the Middle East, at the award ceremony.

First launched in 1987, the Magnum series has been continuously improved, step-by-step further increasing performance and productivity, reducing fuel consumption and emissions, improving operator comfort and thus optimising owners’ return on investment. “27 years of Magnum tractors mean 27 years of approval by the hardest test personnel you can get, that is Farmers in their everyday practice.

Throughout the competition Case IH showed and presented to the jury that the Magnum 380 CVX has got what it takes to be viable solution for our customers and farmers not only in Europe but around the world. Such features as the CVX variable transmission, easy to use multi-controller handle, new LED lighting packages and of course innovative “Rowtrac” solution which provides the track advantage of power to the ground but with minimal soil disturbance seen with wheeled tractors. I indeed appreciate that all this has been honoured with the “Tractor of the Year 2015” award today”, concluded Foster.

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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](http://www.caseih.com).*

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