

**Extended responsibility for Christian Huber:**

## **Vice President Global Product Management for whole range of CASE IH and STEYR tractors**

*Following the position as Senior Director, Global Product Development for small and medium tractors up to 250hp, Christian Huber now accounts for all CASE IH and STEYR tractors / St. Valentin based position responsible for all tractor related strategies worldwide / Extensive experiences and industry expertise since 1977*

St. Valentin, 04.05.2015

Understanding market requirements and being able to manage all development stages from market ideas to innovative and ready-for-use products in the segments of small and medium tractors were at the core of the position which Christian Huber held at CNH until the beginning of April this year: Between 2012 and 2015, Huber managed the tractor ranges through the whole Platform Development process with Engineering, Purchasing, Manufacturing, Quality Assurance, Finance, Marketing, as well as Parts and Product Support. To date, more than 20 new products and product improvements were launched under his responsibility in Product Development.

“At Case IH, we understand tractors as key machines for agriculture worldwide. There are different fields of operation, different farm sizes and farming structures, there is an enormous variety of tasks to be performed, and also a broad range of customer expectations and preferences. Being able to take over the Global Product Management for all ranges of Case IH and Steyr tractors now therefore is an equally demanding and inspiring function, and I am looking forward to further accompanying our innovative tractor ranges along the path of success”, says Christian Huber.

### **Solutions that offer clear benefits in practice**

In addition to all individual preferences which play a role when farmers invest in modern agricultural equipment, there are some clear constants: High performance and reliability, low fuel consumption and emissions, ease of operation and low maintenance requirements, maximum productivity and optimum return on investment. “Global agriculture – and thus every individual farmer, wherever his business might be – faces enormous challenges. They can be summarised with keywords such as efficiency, sustainability, precision agriculture or intelligent crosslinking. We are very much aware of the fact that we have a responsibility to support our customers, a responsibility to deliver machines that enable farmers to cope with the demands of a globalised market. That is exactly what our tractors were, are and will be developed and built for”, concludes Huber.

Christian Huber can look back at about 38 years of experiences and positions in agricultural engineering. Starting as an apprentice in 1977, his career included several after sales, sales & marketing positions as well as responsibility as Service Trainer and Global Training Manager for Sales & Product Training for Steyr tractors at Steyr Daimler Puch AG in Austria. In these functions, Huber also acquired working experiences abroad in different European, Asian and African countries. Since joining Case IH about 14 years ago, positions included Sales, Sales Support and functions as Product Marketing Manager. During four years as Senior Director, Global Product Marketing, Christian Huber was based in the US headquarter and gained extensive expertise with regard to defining product positions, coordinating future product needs, and consolidating commercial activities globally. In April 2013, Christian Huber has also taken over responsibility as general manager of the legal entity CNH Industrial Österreich in St. Valentin.

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

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