

“Pioneer” of new Optum design receives prestigious award:

Chief US Case IH Designer honoured as “40 Under 40” by Crain’s Chicago Business magazine

Dwayne Jackson recognised with prestigious award / Honoured Chief US Designer responsible for Case IH tractor design / In a row with famous honourees of the past 26 years

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PRESS RELEASE

The new Case IH Optum CVX tractor range was awarded “Machine of the Year 2016” in the “L category” at Agritechnica in Hanover in November this year, and now the “pioneer” of its stunning design has been selected as one of the “40 Under 40” honourees by the renowned Crain’s Chicago Business magazine. Following Famous predecessors such as Barack Obama and Oprah Winfrey, nearly 1,000 up-and-coming Chicagoans have earned the title since Crain’s launched the annual “40 Under 40” feature in 1989. In this year’s selection, the jury specifically commended Dwayne Jackson’s professional accomplishments and strategic design leadership.

Peak of their fields

The prestigious award seeks to recognise Chicago-area residents who have reached the peak of their fields. From 900 nominations in 2015, Dwayne Jackson was selected for his innovative design approach, which clearly reveals the influence of automotive design. “I see design rather as integrated than as an engineering-led approach. That is why we asked ourselves the question: why can’t farmers have tractors which act reliably as functional tools but are as stylish and enjoyable as a modern automobile?”, Jackson says.

Following his studies in Industrial Design at the College for Creative Studies in Detroit, Jackson embarked on his early career in automotive design. That is one of the reasons why his work particularly applies the automotive concept of aesthetically pleasing functionality to industrial machinery such as the new Case IH Optum CVX range. Accordingly, the current agricultural and construction ranges upon which Dwayne Jackson has worked clearly embody his philosophy.

Perfect premiere in the European market

Highly efficient and innovative technology ‘wrapped’ in a stunning design – this package clearly meets the expectations of customers in Europe. “All of us are thrilled that the work of Dwayne Jackson and the entire design team has been recognised with this prestigious award,” says Case IH President

Andreas Klauser. "His pioneering approach to design is characteristic of that of many of our talented younger designers, and this is one of the many aspects that sets our products apart in a competitive market. Reactions during Agritechnica have shown that the work of Dwayne Jackson and all his colleagues does not only impress the Crain's jury but also thrills our European customers", highlights Andreas Klauser, President Case IH.

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.

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