

## Case IH takes part in NAMPO Harvest Day in South Africa.

*Case IH showcased its full line of equipment at the Nampo Harvest Day 2016, that was held from 17<sup>th</sup> to 20<sup>th</sup> May in Bothaville, South Africa.*

St. Valentin, 25 May 2016

NAMPO Harvest Day, one of the largest shows of agricultural machinery in Africa and the Middle East, celebrated its 50th anniversary this year. The exhibition enables producers and other role players in the industry to experience the latest technology and products in the farming industry.

Case IH's South African distributor, Northmec, showcased the company's full line of agricultural solutions, with an impressive display of tractors (Quadtrac, Magnum Rowtrac, Magnum CVT, Puma CVT, Maxxum, Farmall JX, Farmall JXM, JXT and JXT Compact), combines (new Axial Flow 240 Series) and hay and forage equipment (new Patriot sprayer Series, Ecolo Tiger). On top of this, the new JXT Compact tractors made their first public appearance.

Northmec, with its Head Office in Isando, is the leading and oldest supplier of agricultural equipment in South Africa. The company supports Case IH customers in the region through its network of 32 distributors, and 16 branches.

Jacques Coetzee, Product Manager Case IH at Northmec said: "The exhibition was a success with the Case IH stand attracting a high number of visitors throughout the week. The Case IH team was there with us to welcome customers from across the region and discuss their requirements. We work as a team – farmer, distributor and manufacturer – to help every farmer succeed."

Daniel Bordabossana, Marketing Manager Middle East and Africa said: "We as Case IH offer the most innovative products and market leading agricultural solutions and services. We take on challenges to make life easier for farmers. NAMPO provides an excellent opportunity for our brand and our distributor Northmec to showcase our full range of products as well as our Advanced Farming Systems (AFS®), which have been at the forefront of precision farming for more than a decade, giving farmers the ability to control the entire crop production cycle."

### **50 year anniversary: Nampo and Case IH celebrate together**

Northmec took the occasion of the exhibition's 50th anniversary to show the evolution of the Case IH brand that is always improving and delivering even more technologically advanced upgrades to meet the demands of today's farmers. With over 160 years in the field, Case IH has a strong global

presence in agriculture and farm equipment.

“We exhibited a 1981 Model Case IH 1440 combine harvester, owned by customer Chrislo Nethling (from Bredasdorp), next to a vintage Farmall tractor from 1956, that was supplied by Johnnie Basson (from Bethlehem). The previous generation of the combine and tractor show the strong heritage of Case IH”, emphasised Jacques Coetzee.

### **JXT compact tractors make their debut**

The new compact models in the JXT Series tractor range made their first public appearance at the NAMPO Harvest Day. The three new tractors - JX35T, JX40T and JX45T - are all below 50 hp and offer the reliability, high performance and productivity these tractors are known for. Recently launched, the new compact models join the JXT Series that consists of five tractors ranging from 35 hp to 75 hp. The JXT Series is ideally suited for light cultivation, grassland or specialty crops and represents a reliable and economical tractor line providing compact solutions to the farmer.

The largest of the three new models, the JX45T, was on Northmec's stand. With 47 hp at 2300 rpm, the tractor is a true heavyweight in its horsepower segment. It delivers a powerful performance that, together with its weight, enables it to pull and control bigger loads. The high hydraulic flow results in fast cycle times on scissor tip trailers. With the independent and ground speed PTO, and the reliable transmission, it provides an excellent solution for farmers who need a small yet powerful and reliable tractor.

### **Case IH's Advanced and Unique track technology on display**

Case IH track technology innovation goes back to 1996 with the introduction of its Steiger Quadtracs. Case IH expanded on this innovation with the introduction of the Magnum Rowtrac and even a track option on the Axial-Flow Combine. On the Nortmec stand, visitors had the chance to see Case IH's flagship tractors, the Quadtrac 600 as well as the award winning Magnum 380 CVT Rowtrac.

Nadir Ekiz, Product Marketing Manager Tractors, Middle East and Africa said: “The Quadtrac's unique four individually driven, oscillating tracks give you greater ground contact than rubber tires or two-track systems could ever match. The result strikes a balance between productivity and efficiency you won't find anywhere else. Better traction and less slippage. Greater flotation and reduced compaction. It's a design with a clean and proven competitive advantage.”

Magnum Rowtrac tractors are designed to strike the perfect balance, with tire options that fit your row width and soil type and an oscillating rear-track design that keeps the power on the ground through the tightest turns. These tractors keep four points of ground contact, which reduces surface pressure and means less weight transfer from front to rear than two-track systems. And it offers maneuverability and handling comparable to a wheeled tractor. The Magnum Rowtrac design maintains a larger, more balanced footprint as it nimbly works through irregular ground and headland turns. That reduced soil disturbance means more productivity from more of the field.

### **The New Farmall JXM**

Among the tractors on display, was another new model, the Farmall JXM 90 tractor, synonymous with rock-solid reliability under every working condition. The perfect balance between robust design and rugged strength, these tractors are versatile and ideal for every farming need. And, as not all farming tasks are alike, these machines come with a choice of transmissions to suit any applications and thanks to their PTO they can work with a wide range of tools and implements.

Exceeding customers' expectations in terms of productivity and profitability and supporting them with innovative products and excellent services is Case IH's mission. In Africa, in the world.

\*\*\*

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).*

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

**For more information contact:**

Silvia Kaltofen

Ph: +43 7435 500 652

Case IH Communication Specialist Africa & Middle East

Email: [silvia.kaltofen@cnhind.com](mailto:silvia.kaltofen@cnhind.com)

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