**Case IH showcases its tractor offering at Sahara Fair in Egypt**

***Case IH at the country’s best attended event in the agricultural sector / Focus on the company’s extensive tractor offering / Case IH supports the Egypt’s agricultural sector with a full range of advanced farming technologies and solutions for farms of all sizes***

St. Valentin, 17 September 2015

Case IH participated for the first time with its own dedicated stand at the 28th edition of Sahara Expo, the International Agricultural Exhibition for Africa and the Middle East held from September 7th to 10th in Cairo, Egypt. The event is the country’s longest running and best attended tradeshow in the agricultural sector.

On a 200 m2 stand, Case IH together with its distributor ECAD displayed a show-stopping line-up of tractors which attracted a great number of visitors, customers and key industry leaders. Spotlights were on the flagship Steiger® Series of high-horsepower tractors for large scale farming business, represented by a massive Case IH Steiger 500 model, which was the biggest tractor at the fair. The renowned PumaTM Series of multipurpose tractors took also centre stage with a Puma 180 model, designed with the right size and power to handle a variety of tasks in mid-sized up to large livestock and farm operations. The headline trio of tractors was completed by the versatile JXT75 tractor, as an ideal solution for small-scale farmers who need a true all-rounder.

“Visitors were really enthusiastic about the tractor line-up we displayed,” says Omar El Hefny, Marketing Manager at ECAD. “They were taking it in turns for a picture beside the Case IH units and especially beside the Steiger model which was a true star of the event. Together with Case IH representatives, we encouraged visitors to discover the units on display and introduced them to the full range of Case IH equipment solutions and services for their farming business. Visitors were really impressed by the extent of the offering and, most of all, they appreciated the unmatched quality, reliability and advanced technology of Case IH machines which combine powerful performance, low operating costs and ease of maintenance. These are the specific requirements to deal with the most diverse and harsh environments in which Egyptian farmers have to operate every day.”

“As Case IH we are constantly focusing on our customers’ needs in order to provide them the best equipment solutions for their farming business,” adds Nadir Ekiz, Case IH Product Marketing Manager for Africa and the Middle East. “Agriculture is still a significant contributor to Egypt's economy and, despite the small area of arable land available, the country’s agricultural sector is one of the most productive in the world. With an unmatched reputation for innovative and high-output equipment and through our partnership with ECAD, our company is ready to answer the demands for advanced farming equipment and keep pace with the market’s productivity needs. The tractors displayed at Sahara Expo successfully incorporate Case IH’s strong commitment to high quality products that are able to deliver best-in-class performance and fuel efficiency. Our tractors are specifically designed for helping our customers to get the job done efficiently and cost-effectively, exactly the way they want to and whatever the size and type of their farms.”

**Steiger**® **tractors: the masters of productivity**

With up to 558 hp, the Steiger 500 tractor on display at Sahara Expo well represented the impressive power, innovative design and unmatched fuel-efficiency of the Steiger® Series which includes seven models from 406 to 608 hp. Delivering the highest power output in their class, these tractors feature a high pressure common rail 12.9-litre FPT engine with a two-stage turbocharger system and a newly-developed cooling system. When needed, the Engine Power Management can unleash up to 62 hp more. But power is nothing without precision, and Steiger tractors offer the ultimate precision in tractor and implement control and the biggest cab in the industry that sets the standards in comfort and ease of operation. The 16-speed, full powershift transmission’s smooth shifting makes light work of a long day in the field. With up to 428 lpm hydraulic flowing and up to 9,071 kg of hitch lift capacity, the Steiger® tractors offer enough power to operate the widest implements with ease. The result is machines that are the masters of productivity for every high-output farming and large farm needs.

**PumaTM Series: the roar of a true all rounder**

The PumaTM tractors feature all the strengths needed in every farming operation: high productivity, ease of operation, cost-effectiveness and enhanced comfort. With intercooled common-rail diesel engines ranging from 142 to 224 hp, these award-winningtractors offer outstanding performance with reduced fuel consumption. The heaviest implement can be operated with ease thanks to the powerful hydraulic system that offers precise control and the best-in-class lift capacity up to 10,460 kg. The PumaTM tractors can be specified with the new generation of continuously variable transmission (CVT). These transmissions are engineered to deliver the right amount of power for primary tillage, cultivation, planting and transport.

**JXT Series tractors: rugged workhorses in a compact size**

Farmers in Africa and the Middle East who look for compact, easy-to-use and reliable tractors they can use for soil preparation, to operate implements or pull trailers, and for transport, can find their ideal tractor solution in the Case IH JXT Series, on display at the Sahara Expo with the versatile JX75T model. These all-purpose tractors are the preferred choice for small landholders, which represent the majority of the country’s farmers, and growers looking for robustness and ease of maintenance but they can also be used as utility tractors in larger farming businesses. With two models ranging from 55 to 75 hp, the JXT Series matches the renowned
Case IH quality with high performance and low operating costs in a full mechanical and robust package.

**Advanced farming solutions**

Case IH tractors are ideally equipped for Advanced Farming Systems (AFS), a lineup of remarkably accurate, hands-free guidance and telematic systems that help farmers to improve yield, cut input costs, save time and reduce operator fatigue. Steiger® and PumaTM Series tractors can be offered with fully integrated AFS AccuGuide® automated guidance systems. In association with RTK correction signal, the accuracy and precision of the auto-guidance goes down to 2.5 cm. Case IH tractors, combined with the unique AFS system solutions, allow farmers to work day and night and manage their farming businesses more efficiently than ever.

**The ideal partner for farms of all sizes**

Under its distinctive red livery, Case IH commercializes in Egypt a complete range of tractor solutions, which includes the MagnumTM Series that has been recently awarded “Tractor of the Year 2015”. Committed to meet the demands of its highly diversified customer base, the company complements this offering with a full line of best-in-class agricultural equipment, including the class-leading Axial Flow® rotary combine harvesters, balers of all-sizes, hay and forage machinery, tillage and seeding equipment, sprayers and implements as well as specialized machines such as its world renowned cotton pickers. The company backs its products with after-sales support, parts and technical services and tailored financing solutions.

In Egypt, Case IH products are distributed by ECAD (Egyptian Company for Automation & Development). With headquarters in Cairo, ECAD supports its customers through a network of 4 branches located in the Delta and East Owayanat regions and in Abu Simble, a dedicated and growing sales team and the necessary after sales services, including technical trainings and parts availability. The company is also investing to further expand its network with a training center and a new branch in Al Minya.

**Group picture Photo caption**: Case IH team with its local distributor ECAD at Sahara Expo 2015 (from left to right):

Nadir Ekiz, Case IH Product Marketing Manager MEA

Eren Oguzoglu, Case IH Business Manager North & West Africa

Eng. Amr El Hefny, ECAD Chairman

Patrice Loiseleur, Case IH Corporate Farming Manager MEA

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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/).

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