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## **Case IH brand wins two gold medals and the title of “Agricultural Machine of the Year 2017” at AGROTECH – the 24<sup>th</sup> International Fair of Agricultural Techniques in Kielce**

The first day of 24<sup>th</sup> edition of one of the major events in the agricultural industry in Poland – the International Fair of Agricultural Techniques in Kielce – has drawn to an end, attracting the great number of visitors. More than 700 exhibitors presented their innovative products. Krzysztof Jurgiel, The Ministry of Agriculture and Rural Development, was the honorary patron of the award ceremony.

### **Case IH wins the title of “Agricultural Machine of the Year 2017”**

Case IH’s latest Maxxum Multicontroller tractor range has been awarded the “Agricultural Machine of the Year 2017” title in the competition organized by the Institute of Technology and Life Sciences, Warsaw branch, under the auspices of the Polish Ministry of Agriculture and Rural Development (category: imported machinery). The purpose of the competition was to select an agricultural machine characterized by unique design, functionality, operational safety, and high-quality performance. The “Agricultural Machine of the Year 2017” award was voted upon unanimously by the Competition Committee appointed by the Director of the Institute of Technology and Life Sciences in concert with the co-organizers of the competition. The key evaluation criteria based on which the winner of the competition was selected included: combination of solid construction with the core elements of modern design, operational ergonomics and safety, functionality and performance parameters, quality and workmanship. The award ceremony was held during the International Fair of Agricultural Techniques AGROTECH



PRESS RELEASE

in Kielce on the very first day of the event, i.e. on March 16, 2018 during the trade fair opening ceremony.

### **Case IH Farmlift wins gold at the 24<sup>th</sup> International Fair of Agricultural Techniques in Kielce**

The Farmlift Series – which comprises six models, from the agile Farmlift 525, designed especially for use in low buildings and livestock housing, to the powerful Farmlift 935, which handles high and heavy lifting work with ease – has been awarded with the gold medal of the International Fair of Agricultural Techniques in Kielce. The jury decided to recognize the Farmlift Series machines' versatile functions, performance parameters, ergonomics and industrial safety, efficiency, energy consumption, quality, visual appearance and its impact on the environment. The competition was organized by Targi Kielce S.A. company and the Institute of Technology and Life Sciences, Warsaw branch. Gold medals were awarded during the 24<sup>th</sup> International Fair of Agricultural Techniques AGROTECH in Kielce opening ceremony that took place on March 16, 2018.

### **Case IH brand wins gold for original and innovative trade fair presentation**

The 24<sup>th</sup> International Fair of Agricultural Techniques AGROTECH in Kielce opening ceremony also named the winner in the category for the most innovative and unconventional trade fair presentation style. The gold medal of the International Fair of Agricultural Techniques went to Case IH brand. Case IH exhibition stand is indeed impressive: Case IH products are shown at an exhibition space with a total area of 1,200 m<sup>2</sup>, also outside – in front of the main hall and terminals leading inside the exhibition hall.

“For Case IH brand, AGROTECH trade fair is an enormously important event. Here we have the opportunity to deepen the relations with our customers and business partners. Case IH brand has been acknowledged several times during this year's edition – both for our products and our unconventional presentation style. We feel really happy

and strong with the momentum we have gained, and we are proud of our contribution in the development of the agricultural industry” – said Piotr Szewczuk, Case IH Business Director Poland.

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Press releases and photos: <http://mediacentre.caseiheurope.com>

*Case IH is the professionals' choice, drawing on more than 175 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is 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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