

Case IH's range is Red & Ready for anything

Case IH has reaffirmed its position as a powerful player across all tractor segments, following the official launch of two new Farmall® tractor models in Werribee, Victoria this [last] week.

While the brand is well-known for its large tractor models such as Magnum® and Steiger®, and Axial-Flow® combine harvesters, Case IH also has an extensive range of small to mid-size tractors and is encouraging customers to contact their local dealers to find out more.

“It’s no secret that in recent years the Australian small tractor market, in particular, has seen an influx of various tractor brands,” said Case IH Australia Brand Director, Bruce Healy.

“But Case IH has a long history of providing small tractors to Australia,” he said.

“In fact the Farmall name is one of the most famous in the industry - and range just gets better and better.”

The new Farmall B compact tractor range features six models from 23hp (17kW) to 57hp (42kW). The range offers dependable power, fuel efficiency and comfort and is suitable for many types of applications: from hobby farming to groundskeeping, to utility work in larger operations.

The new Farmall JX range also features six models, from 60hp (49kW) to 110hp (81kW) and is described as an easy to handle, no-fuss utility workhorse. The Farmall JX provides unrivalled value for money with a best in class operator environment and superior handling, making it perfect for loader work.

Rounding out Case IH’s small to mid-size tractor range is the Quantum C (86hp-97hp (63kW-71kW)), a powerful general purpose tractor which is particularly suited to council and specialty horticultural applications; the JXU (76hp-113hp (56kW-84kW)), with its proven record of performing in demanding applications; and the Maxxum® (112hp-141hp (82kW-104kW)), which has the power and versatility for livestock, row crop farming and roadside mowing.

“Our tractors are engineered to increase customers’ productivity – whatever their application,” Bruce said.

“Whether it’s a 608 horsepower Steiger, a 141 horsepower Maxxum or a 23 horsepower Farmall B, it has been designed to be rugged, powerful and driver-friendly – if we call it a tractor, we mean it’s a real tractor!”

According to Bruce, having a good product offering is only part of the story. He suggests customers should also consider other factors when choosing which tractor is right for them. “Tractor buyers should ask ‘Is this tractor easy to drive?’; ‘Is routine maintenance easy?’ and ‘Is my dealer experienced and reputable?’ because sometimes benefits that aren’t listed on the spec sheet are going to have a huge impact on whether or not a customer enjoys their tractor once it’s delivered to their property,” Bruce said.

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With a network of over 100 outlets across Australia, Case IH has just completed a national training event to ensure its dealers know their product and how to best serve their customers, and this is in addition to ongoing training for staff across various dealer departments.

“Case IH dealers are known for their expertise and their professional approach to customer service,” said Bruce. “When you buy a Case IH tractor, no matter what the size, you can rest assured you’ve got a strong dealer network to back you up.”

Case IH has dubbed its small to mid-size tractor range ‘Red & Ready’, and while the reference to the brand’s trademark colour may be obvious, the word ‘ready’ relates to many aspects of the product range.

“The range is designed to be powerful, efficient, versatile and easy to drive, so the tractors are ready to take on a variety of tasks. Routine maintenance is simple, so they’re ready to work whenever our customers need them. And our dealer network has the knowledge, experience, parts supply and service expertise – so they’re ready to support our customers in the field,” said Bruce.

“Even though Case IH has been in the agricultural machinery industry for over 170 years, there are still people who have never considered buying a Case IH tractor before.

“We’re encouraging producers and property owners to get to know their local Case IH dealer and take a closer look at our range.”

For more information see your local Case IH dealer or visit www.caseih.com

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