

Case IH at Agritechnica 2009

- Maxxum now also equipped with Multicontroller
- Puma upgrades
- Innovative ABS concept for enhanced safety
- New headers add to Axial-Flow combines increase capacity
- Big balers increase protection
- Special focus on Advanced Farming Systems
- Case IH broadcast live from the fair

"360 degree innovations for efficient agriculture" is the title heading Case IH activities at the Agritechnica trade fair this year. Case IH will focus on new tractor models, including the latest models in the Maxxum and Puma series and two new Puma CVX models with continuously variable transmissions.

Maxxum now also equipped with Multicontroller

The 2010 Maxxum series has been extended with six high-end models: the Maxxum Multicontroller range. The new Maxxum Multicontroller series consists of six models with four-cylinder or six-cylinder engines with rated power outputs from 112 hp to 141 hp. The modern common rail engines are equipped with electronic fuel injection and intelligent power management, developing up to an additional 26 hp resulting in 20 per cent more power available for road transport or hydraulic and PTO work.

The latest generation of Multicontroller from Case IH, as used in the Puma CVX, places all the tractor's main functions at the driver's right hand for ease, safety and fatigue-free operation.

Puma Upgrades

The "entry-level" Puma models, comprising the 140 and 155 have received major upgrades. The latest generation Multicontroller armrest is now standard, allowing the driver to control all key functions with a single hand. Integrated into the seat, the Multicontroller armrest remains static in relation to the driver with the option of electrical adjustment for driver-specific positioning.

More transmission options are now available on the 140 and 155, with the Semi-Powershift 18x6 transmission for 40 kph and Semi-Powershift 19x6 ECO for 40 kph or 50 kph. All transmission versions are available with the creeper gear option.

The outer appearance has been further enhanced by the new engine hood with Case IH shark-fin grill.

Innovative ABS concept for enhanced safety

Case IH continues its innovative improvement programme with a newly-developed ABS system. Unlike conventional systems, the new anti-lock braking system uses force from compressed air that is converted into hydraulic force by a pneumatic/hydraulic converter, which means the system can use the existing hydraulic brakes installed on modern tractors.

The heart of the new system is an ABS-Ecu control unit that compares the data from the speed sensors on the wheels and makes millisecond-adjustments in the air pressure. The system checks for excess slip, one-sided skidding, intermittent braking and single wheel acceleration to give a confident and controlled braking effect in all conditions as well as reducing wear on the brake discs.

New headers add to Axial-Flow combines increase capacity

The high performance Axial-Flow 20 series benefit from a larger grain tank, with a load capacity of up to 12,330 litres, larger tyres for an outside width of 3.5 metres. The Case IH stand will display a 9120 with the new electrically-adjustable spreader plates on the straw management system. Offering improved distribution of chopped straw and even spread control in windy conditions, this dealer-installed accessory will be available from mid-2010.

The new 3050 VariCut headers extend Case IH's range, featuring increased working widths of 7.6 metres, 9.15 metres and 10.7 metres, and new easy-to-use connections. The header's improved reel guide system allows the reel to be lowered close to the header knives enabling flattened crop to be reliably fed into the header without losses.

For maize, larger corn headers with twelve rows and a rigid frame will be available for the first time. These feature the proven, high performance cob stripping system with individual overload protection on each row. As standard, each row on the corn header is equipped with a chopping rotor that can be switched on and off as needed underneath the stalk rollers. As on smaller headers, these maize headers can be equipped with trackers to greatly reduce driver fatigue when working in high density crops.

Big balers increase protection

Ground and sward protection are essential and Case IH has reduced the soil compaction from its big balers with larger tyres and a new steered tandem axle. The clever bale weighing

mechanism has improved accuracy, providing the operator with exact data on the bale weight for job costing and management purposes.

Case IH has developed a larger feed rotor for all round balers to improve the performance and capacity. This increases the throughput achieved by the baler's pickup and chopping/conveyor systems.

Special focus on Advanced Farming Systems

Case IH will have a special focus on its Advanced Farming Systems, the modular precision farming system that use the latest GPS and performance monitoring technology to improve productivity and lower costs.

Many models in 2010 Case IH product range are AFS-ready from the factory allowing its customers to access to this technology easily and cost effectively when they are ready. The demonstration area will detail the wide range of applications available, from straightforward parallel driving systems to the autopilot Accu-Guide system through to applications using GPS-controlled documentation and field-specific control of implements and machinery.

Case IH uses a single-interface to ensure a familiar operation from machine to machine. The newest generation of AFS monitors will be on display, including the new AFS Pro 300 which has been designed to integrate into Case IH tractors' operating system at the most fundamental level.

This monitor allows data to be transferred to a USB memory stick, has touch-screen control and new instrument displays including diesel consumption for the area covered as well as many management and reporting functions. A rear-view video camera can also be connected.

A new internet-based service portal for Case IH AFS users will be launched during Agritechnica. On this website farmers can find a range of online services and add-on functions for AFS applications, including support and training options, special mapping programs and Google Maps support for extended representation of AFS documentation.

Case IH broadcast live from the fair

Case IH will have a dedicated web site at www.caseih.com/agritechnica2009, providing information on the latest innovations as well as live reports from the fair, interviews with experts and farmers, demonstrations and special events from their show stand, A18 in Hall 5.

CASE IH Tractor receives coveted award

PUMA CVX is selected as "Machine of the Year 2010"



International jury of technical journalists picks the PUMA CVX as Machine of the Year 2010 / numerous innovations distinguish the PUMA CVX

The jury's verdict:

- New operating concept by means of multicontroller, ICP operating panel, and AFS 300 touch screen monitor
 - Improved safety in motion thanks to innovative ABS and additional functions, such as steering brake
 - 60 km/h possible (50 km/h at reduced engine speed)
- ISO BUS terminal**
- infinitely variable drive with double clutch technology

During Agritechnica 2009, the PUMA CVX from CASE IH was selected as Machine of the Year by international specialist journalists.

The technology editors based their decision above all on the innovative technologies which are put to work in the PUMA CVX - including for example the infinitely variable CVX drive with dual clutch technology (DKT), the new anti-blocking system (ABS), which is used for the first time in this form, and additional functions, such as a steering brake.

In addition, the experts emphasised the user-friendly operating concept, with multicontroller and new ICP panel, as an advance in tractor construction.

Intuitive operating concept with fingertip control

The Intuitive Control Panel - "ICP" for short - is integrated into the armrest; it is a control and operating panel, which complements the operation of the new multicontroller in an ideal manner.

The buttons, easily operable by fingertip, are accessible here for various tractor functions. This panel can be used to manage all major tractor functions easily and with a clear overview.



Well equipped for precision farming

The PUMA CVX is also ideally equipped for use in precision farming concepts. The AFS monitors from CASE IH allow all tractor functions, the Accuguide™ parallel tracking system with data recording, as well as ISO BUS compatible accessory equipment, to be controlled.

Because of its unique design, the cab of the PUMA CVX is one of the roomiest, and with only 69 dB (A), one of the quietest on the market.

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The drive with its maximum speed of 60 km/h, or 50 km/h at a reduced engine speed, ensures efficient and fuel-saving operation.

Independent jury, international members

Since 1997, every two years the technical editors of the Deutscher Landwirtschaftsverlag (German Agricultural Publishing House) have selected the best agricultural technology innovations as "Machine of the Year".

This year for the first time, the jury was supplemented by international specialist journalists from Denmark, Germany, Poland, Romania, Russia, Sweden, and Hungary.

Concepts with practical applications were recognised

The award for "Machine of the Year" is distinguished in a number of ways in comparison with similar agricultural technology prizes. Therefore not just systems, but machines in their integrity are rewarded. Furthermore, the jury awards prizes only to practical and marketable innovations.

The "Machine of the Year" prize is assigned in 13 categories. The PUMA CVX received the prize for the category of tractors in the Upper Middle Range.

Technical highlights of the Case IH Puma CVX which were given special recognition:

- 8 models with power ratings between 167 and 224 HP
- infinitely variable drive
- quiet 69 dB (A) cab
- Multicontroller and multicontroller armrest
- 60 km/h with ABS.

All Puma CVX models are manufactured in the St. Valentin tractor plant, and have been available since Agritechnica 2009.

Further information from all CASE IH dealers or on the Internet at www.caseih.com. You will also find various videos from the prize-giving at the trade fair.

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Redefined, redesigned, Maxxum from CASE IH evolves...

Maxxum series gets refreshed and restyled / Economical Maxxum retains back to the roots specifications without compromise on capability / Maxxum Multicontroller receives an impressive feature upgrade and new cab layout / 2010 models available from November



St. Valentin / Austria, 16.01.2010

Maxxum series from CASE IH are synonymous with choice. Offering two distinct packages: **Maxxum**, the economical choice ideal for the livestock segment. Very different is the **Maxxum Multicontroller**, particularly suited to mixed farm enterprises or contractors looking for an advanced vehicle to deliver optimal performance. You only need to look inside to see that Case IH engineers have designed the **Maxxum Series** to meet a wide variety of needs, yet be capable in a wide variety of operations.

AGRITECHNICA 2009 will see CASE IH presenting the latest generation of the restyled **Maxxum series**. **Maxxum** benefits from those familiar cost-effective features of before. **Maxxum Multicontroller** models evolve far beyond styling with a new advanced operator interface, even more comfort and a host of new features.



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The new **Maxxum series** offers a total of 11 models: five simplistic **Maxxums** with mechanical fuel injection which breath simplicity and six **Maxxum Multicontroller** models featuring high end specifications for optimum productivity. No other tractor series offers such a diverse range of choice!

Maxxum Series Restyled

More than just a new-look, engine cooling is optimised with the CASE IH "shark gills". The hood is narrower too resulting in even better visibility of the work area in front of the tractor. Our engineers have also taken the opportunity to install a new lighting package.

Pure functionality in classic Case IH style

Think cost conscious investment, an economical entry-level tractor that is simplistic yet capable. Think minimal electronics and no nonsense control with mechanical fuel injection. Think **Maxxum** with two four-cylinder models at 100 & 110hp and three six-cylinder models at 115, 125 & 140 hp.

The ultimate in versatility, comfort and productivity

"The new Maxxum Multicontroller is a high power package which combines a supreme operator environment with a cutting edge control system. The result, an industry leading vehicle which delivers the greatest level of productivity for a maximum return on investment" reports Andrew Parsons, Product Marketing Manager for the Maxxum series.

New Multicontroller offers more comfort and more control

The Maxxum Multicontroller has new A-pillar mounted instruments & and the latest generation of Multicontroller armrest from Case IH. All the tractor's main functions are grouped and can be controlled by the driver's right hand. This ensures safe control and fatigue-free operation. The new Multicontroller, implemented for the first time in a tractor class of this power range, controls functions such as 4WD, field mode/road mode, driving speed, forward/reverse shuttle, engine speed, headland management functions, hydraulic remotes, hitch settings and more.



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Intuitive control concept at your fingertips

The newly developed Intuitive Control Panel - or ICP - is integrated into the Multicontroller armrest to complement the Multicontroller lever. Easy to use touch-sensitive buttons control various tractor functions and the buttons are arranged logically over an image of the tractor, prompting less experienced drivers to intuitively select the right function.

Interactive and Integrated, AFS Advanced Farming Systems

A no compromise approach to optimise your operations. Here are some of the features we have packed in to the AFS Pro 300 screen

- **Performance Monitoring** of fuel usage, engine & PTO load and work rates, either live, specific to the job or as daily averages. All data can be stored onto USB for analysis in the farm office.
- Fine tuning of **Vehicle Setup** such as remote valve flow & timers, engine speed management, Auto PTO and more...
- **Hitch Notebook**, a storage point where individual implement settings can be saved and recalled. Implement setup just got a lot easier.
- **Fully ISOBUS compatible** so you can control all your ISOBUS implements and reduce the number of in cab monitors.
- **Video Input**, ideal for a rear-view camera or watching those hidden areas.
- Ideal for contractors a **Job printer** ensures performance and area data can be printed and handed over to the customer at the end of each job.

Quite simply no other tractor in this horsepower range puts this level of technology at your fingertips.

Our AFS screens have a common layout to ensure true portability. Should owners already have a screen from another Case IH tractor or Axial-Flow combine it can easily be moved around. The advantage is that the driver always uses the same familiar interface regardless of which machine or implement is in operation.

Other Updates to MAXXUM Series include

- Two electronic mid-mounted remote valves are now available for front loader work (Multicontroller only)
- New dirt-repellent seat fabric
- Service intervals for lubricants and oil filters have been increased to 1200 hours; the longest maintenance interval in this class.
- Reinforced front axles. Class 3 up to 4100 kg and Class 4 (6cyl only) up to 4900 kg - ideal for front loader work.

For more information, please contact any CASE IH dealer or visit www.caseih.com.

Case IH Upgrades the PUMA

Innovations for even more efficiency / All Puma tractors now equipped with Multicontroller as standard / Numerous details improved / New styling and more performance / Extended transmission offering for the smaller models

Since the launch of the PUMA in 2007 the range has gained an enviable reputation for economy, productivity, comfort and reliability. This reputation has been built with many thousand of customers both farmers and contractors. The New seven model range from 127 to 213 hp (CV/PS) builds on this excellent reputation and now offers more choice with greater productivity, efficiency and comfort.



Greater Productivity and Efficiency

The PUMA name is synonymous with productivity and efficiency. This has been proven during a recent DLG Power Mix test when the PUMA 180 was proven to be more than 6% more efficient than the average of all tractors tested. This class leading productivity and efficiency has been further enhanced across the PUMA range.

The 165, 180, 195 & 210 models benefit from increased PTO performance as 1000 rpm PTO speed is now achieved in line with the maximum power of the engine at 1900 rpm, benefits include increasing productivity by up to 7% and increasing efficiency by up to 6%.

140 & 155 models now have greater productivity with a more aggressive bite of 3% and 8% respectively with Active Power Management system. Further enhancements

to the Active Power Management system offer customers' benefits in Hydraulic Applications. This benefit can be realised in continuous flow hydraulic applications such as operating a hydraulic fan on air seeders. Active Power Management offers customers up to 22% additional productivity in road transport, PTO and hydraulic applications.



New Technology

The New PUMA range is standard with performance enhancing and efficiency driven technology as found on the PUMA CVX. NEW Multicontroller Armrest is available in both electronic and mechanical remote configurations offering customers greater choice. The armrest can also be adjusted to meet operator and application requirements.

Today the PUMA range benefits from a New Multicontroller Lever incorporates the time proven features of right hand shuttle, fast raise and lower of the linkage. Additional features such as the Intuitive Control Panel (ICP) and the AFS PRO 300 touch screen (optional) incorporating ISO Bus and enhanced vehicle functionality further enhancing vehicle performance and efficiency. The AFS PRO 300 screen also facilitates the use of AccuGuide Ready automatic guidance systems.

Greater Choice

To meet the requirements of contractors and livestock farmers the PUMA 125, 140 & 155 models are available with a Semi-Powershift transmission. This new transmission offering is available in 40kph, 40 kph eco and 50 kph configurations and is ideal in road transport applications where operators do not require the benefits of the Full Powershift transmission.

A wider tyre offering is now also available on the 155 models This new offering allows the possibility to fit 42" wheels with 650/65R42 580/70R42 being available from the factory benefiting customers by increasing tractive efficiency and ground clearance.

A reversible fan option is now available on the PUMA 165-210 models, the benefits are reducing maintenance, greater productivity, efficiency and operators comfort. The operation can be programmed into the Headland Management Control (HMC) system. Exhaust Brake is now available on all models and is ideal solution for customers performing heavy duty road transport operations. The system is design to restrict exhaust gas flow from the engine which in turn increases engine braking performance and service brakes life.

Case IH PUMA Range							
MODELS	PUMA 125	PUMA 140	PUMA 155	PUMA 165	PUMA 180	PUMA 195	PUMA 210
Rated power (kW/hp(CV))	93/127	104/142	116/158	123/167	134/182	145/197	157/213
Maximum power (kW/hp(CV))	101/138	112/152	124/169	132/180	147/200	156/212	164/223
Maximum power Active Power Management (kW/hp(CV))	120/163	130/175	142/193	158/215	172/234	177/241	178/242
Maximum torque (Nm/rpm)	593/1400	643/1400	690/1400	774/1400	844/1400	860/1400	866/1400
Maximum torque Active Power Management (Nm/rpm)	620/1600	678/1600	748/1600	874/1600	938/1600	965/1600	984/1600

All Power ratings are to ECCE R120