

## **CASE IH AND AMERICAN FARM BUREAU ANNOUNCE TRACTOR & EQUIPMENT INCENTIVE PROGRAM**

**RACINE, Wis.** (April 17, 2013)

Thanks to a membership value program partnership between Case IH, the American Farm Bureau Federation (AFBF) and American Farm Bureau, Inc. (AFBI), Farm Bureau members can now take advantage of farm equipment discounts. Eligible Farm Bureau members will receive an incentive discount – from \$300 to \$500 – when purchasing qualifying Case IH products and equipment from participating dealerships.

“We selected Case IH as a member benefit program partner because they offer product expertise and field support, as well as the resources of a leading tractor manufacturer,” says Ron Gaskill, Executive Director of AFBI. “The program’s goal is to provide Farm Bureau members with greater value when they purchase or lease eligible equipment.”

“Case IH is proud to support the American Farm Bureau and its mission of building strong, prosperous agricultural communities,” says Zach Hetterick, Case IH Livestock Marketing Manager. “The organization unifies farmers to make farming more sustainable and the community a better place to live in a way that could not be accomplished on an individual level.”

### **HOW IT WORKS**

Farm Bureau members from participating states can receive the manufacturer’s incentive discount when an eligible tractor or implement is acquired.

(more)

“There is no limit to the number of incentive discounts that a Farm Bureau member may use as long as it is no more than one per unit and the equipment included provides opportunities for small landowners to larger, professional producers ,” says Hetterick. “This discount is also stackable, meaning it can be used with other discounts, promotions, rebates or offers that may be provided by Case IH or a Case IH dealership.”

A current Farm Bureau membership verification certificate must be presented to the Case IH dealer in advance of product delivery to receive the incentive discount. Certificates may be obtained by visiting [fbadvantage.com](http://fbadvantage.com) and selecting the Case IH offer.

Eligible individuals, family or business members will receive the following discounts on purchases of these qualifying products:

- Case IH Farmall<sup>®</sup> Compact Tractors (A & B) – \$300 per unit
- Case IH Farmall<sup>®</sup> Utility Tractors (C, U, J Series) – \$500 per unit
- Case IH Maxxum<sup>®</sup> Series Tractors – \$500 per unit
- Case IH Farmall<sup>®</sup> 100A Series Tractors – \$500 per unit
- Case IH self-propelled windrowers – \$500 per unit
- Case IH large square balers – \$500 per unit
- Case IH round balers – \$300 per unit
- Case IH disc mower conditioners – \$300 per unit
- Case IH sickle mower conditioners – \$300 per unit
- Case IH Scout<sup>™</sup> utility vehicles – \$300 per unit

Case IH is a global leader in agricultural equipment, committed to collaborating with its customers to develop the most powerful, productive, reliable equipment – designed to meet today’s agricultural challenges. Challenges like feeding an expanding global population on less land, meeting ever-changing government regulations and managing input costs. With headquarters in the United States, Case IH has a network of dealers and distributors that operates in over 160 countries. Case IH provides agricultural equipment systems, flexible financial service offerings and parts and service support for professional farmers and commercial operators through a dedicated network of professional dealers and distributors. Productivity enhancing products include tractors; combines and harvesters; hay and forage equipment; tillage tools; planting and seeding systems; sprayers and applicators; site-specific farming tools and utility vehicles. Case IH is a brand of CNH (NYSE: CNH), a majority-owned subsidiary of Fiat Industrial S.p.A. (FI.MI).

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