



Case IH Agriculture Equipment, Inc.

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Press Materials

SERVICE MOTOR COMPANY EARNS PRESTIGIOUS AWARD FOR PRECISION FARMING SALES EXCELLENCE

RACINE, Wis. (April 12, 2011)

Case IH and CNH Parts & Service congratulate Service Motor Company of Dale, WI for earning a prestigious 2010 Bronze Achievement Award for Precision Farming Sales Excellence—and a place among the most progressive Case IH dealerships in North America.

Service Motor Company earned the Bronze Achievement Award, sponsored by CNH Parts & Service, by achieving more than \$250,000 in sales of precision farming products in 2010. The honor establishes Service Motor Company as a leading equipment dealership in the coveted precision farming category.

By offering a full lineup of AFS® precision farming solutions from Case IH, along with first-class support and service teams, Service Motor Company has demonstrated an in-depth knowledge of precision farming products, coupled with a strong commitment to customer service.

Service Motor Company is the region's headquarters for all the precision farming equipment and support farmers need to boost their bottom line and improve the way they farm.

(more)



[Pictured right to left] – Rob Smith, of CNH Parts & Service presents Brian Hiess, Steve Treml and Reuben Rex of Service Motor Company, a Bronze Achievement Award for achieving more than \$250,000 in sales of precision farming products in 2010.

(more)

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 170 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). For more information, visit www.CaseIH.com.

CNH Parts & Service provides after-sales parts and service solutions for CNH Global N.V. (NYSE: CNH), a majority-owned subsidiary of Fiat Industrial S.p.A. (FI.MI), and the Case IH brand, including CNH Original Parts, Case IH-branded parts, and a wide range of global support services for the Case IH dealer network. More information about CNH and CNH Parts & Service can be found online at www.cnh.com.

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