



Press Materials

H&R AGRI-POWER EARNS CASE IH PINNACLE EXCELLENCE RECOGNITION

RACINE, Wis.

Case IH is pleased to recognize **H&R Agri-Power** in **Union City, Tennessee** for achieving Pinnacle Excellence status in *all* six areas of their business – Parts, Operations, Service, Marketing, Sales and AFS.

Pinnacle Excellence Program is a company-wide initiative developed cooperatively by Case IH and the Case IH Dealer Advisory Board to help dealers deliver a best-in-class experience in today's constantly changing agriculture landscape. It recognizes dealerships for achievement in the key areas identified as important to success by both dealers and Case IH.

"The Pinnacle Excellence Program serves as the blueprint to help Case IH dealers evolve into best-in-class businesses to better serve our customers and meet the increasing demands required to sell, service and maintain sophisticated agricultural equipment," says Jim Walker, Case IH Vice President of North American agricultural business.

The six areas where Case IH dealerships are evaluated are:

Parts – Dealerships are evaluated on customer satisfaction; retail selling environment; personnel competency and training; and inventory management processes.

Operations – Dealerships are evaluated on leadership and team development; process improvement; business planning; commitment to a safe, well-organized work environment; professional career development; and standard operating policies and procedures.

Service – Dealerships are evaluated on their ability to support customer and product requirements; representation of a positive, professional brand image; commitment to high levels of technical competency; maintaining a safe, well-organized and well-equipped service environment; and competency and training of service personnel.

Marketing – Dealerships are evaluated on their strategic marketing efforts; promotion of the Case IH brand and individual dealership; proper retailing and merchandising environments; participation in advertising and promotions; and customer relationship management.

Sales – Dealerships are evaluated on their retail sales environment; personnel competency and training; sales pursuance methodology and technology; and customer satisfaction process.

AFS – Dealerships are evaluated and certified on their capability to deliver and support Case IH precision farming products.

“At Case IH, we talk about doing our part to help ag producers because tomorrow’s infinite potential is open to those who prepare themselves,” adds Walker. “**H&R Agri-Power** has shown its commitment to serving customers’ needs by earning Pinnacle Excellence recognition, and we offer our congratulations.”

For more information on Case IH products and services, visit **H&R Agri-Power** or www.caseih.com.

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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For more information, visit www.caseih.com.

