



For Those Who Demand More

**Randy Baker**

Lingotto - November 8 & 9, 2006

## Who Are the *Case IH* Customers ?



Cash Grain Farmers and Ranchers →

Ag Business Professionals

What do they expect:

1. Higher performance products
2. Product reliability
3. Service Support
4. Trust relationship with manufacturer and dealer

## Product Offering



The highest performance  
production tools

> 13 Product Lines

> 220 Models



Key  
Customers



Sugar Cane

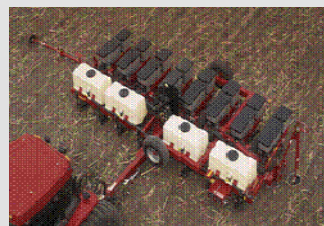


Cotton

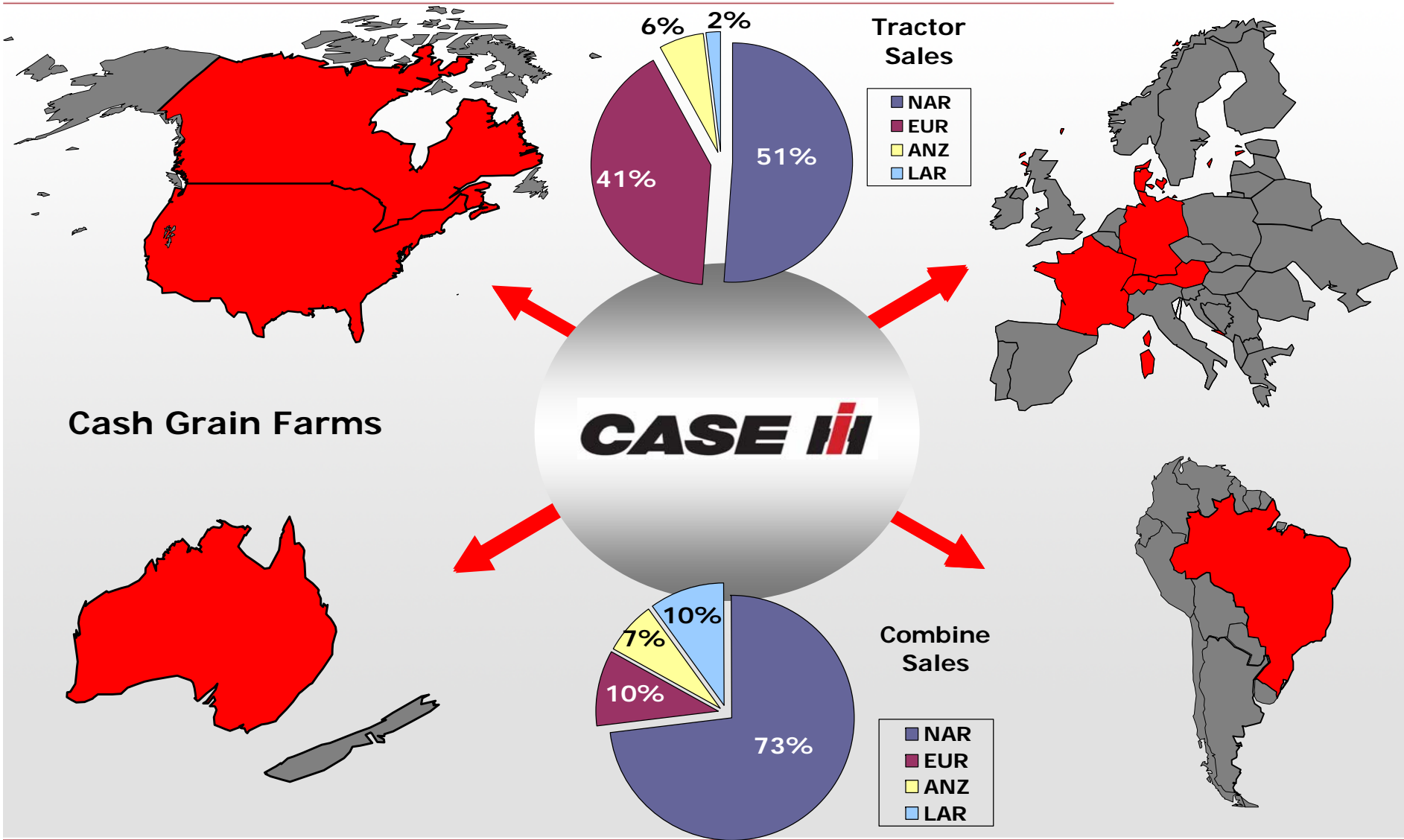


Grains

Corn / Maize



# The Case IH Core Markets



**Product Gaps**  
**Distribution and Coverage**  
**Customer support**

► **Perceived product value**

A large, solid red arrow pointing to the right, containing the text "The Brand Objectives".

**The Brand Objectives**

**Strengthen The Brand and Recapture Market share position through:**

- **Product Portfolio**
- **Distribution and coverage**
- **Sales and Service**

**Results: Customer Satisfaction and Market Share**



# Product Plan → Tractors



## Customer's Business Trends

Larger Implements  
Maximum up time

## Tractor Product Trends

Higher Horse Power  
CVT control

## Environment & Input Trends

Visibility & Noise Reduction  
Turning radius

**Productivity**

**Pulling Power**

**Equipment Versatility**

## Highest Horse Power To The Ground



1. 2007 Puma: Mid Range Row Crop Tractors 165 -210hp
2. 2008 Magnum High Horse Power 330hp
3. 2009 CVT – 90hp+ tractors
4. 2008 New Cab offering

2007-10  
New – 2  
Upgraded – 20  
Extension – 25

**Share growth → 12,000 units**

# Product Plan → Planting



## Customer's Business Trends

More Transport  
Customer Labor Shortage

## Planter Product Trends

Increased Speeds  
Increased Widths

## Agronomic & Input Trends

Seed Applied Insecticides/Fertilizer  
Increase GMO Hybrids

**Productivity**

**Faster  
Planting**

**Equipment  
Versatility**

**Most Efficient and Accurate Metering System  
in the Industry**



1. 2007: New 24 Row Planter (60ft wide)
2. 2008: High Productivity Versions
3. 2009: High Speed Versions
4. 2010: Utility Range with High Specs

2007–10  
New Models 12  
Upgrades 16

Share growth → 2,200 units



## Product Plan → Combines



### Customer's Business Trends

Farm consolidations  
Large cutting heads  
Higher Capacity

**Productivity**

### Combines Product Trends

Increased Speeds  
Increased Capacity

**Larger Heads  
Cutting Rate**

### Environment & Input Trends

Controls, visibility, yield

**Equipment  
Versatility**

### Highest Capacity & Productivity



1. 2007 Product Extension Class 7 Combine
2. 2007 Cotton Express – Cotton Harvester
3. 2008 Upgraded Class 6 Combine
4. 2009 Product Extension Class 9 Combine
5. 2007 -08 New cutting head offering

2007-10

Upgraded - 3

Extension - 12

New Heads - 7

Share growth → 1,900 units

# Distribution & Coverage Plan



- Expand worldwide coverage in core markets
- New Dealers in open points - 50 in North America / 66 in Europe
- Profitable growth of core dealers
- Aggressive improvement and support plans: Parts Support & Technical Qty
- "Master Mechanic" certification at all dealers - 11,000 Service Tech.
- Open new markets in Turkey, China and CIS
- Rejuvenation of the dealer image:
  - ▶ Response time and Consistency
  - ▶ Sales training
  - ▶ Incentives linked to performance

Expanded Coverage

Increased support  
Improved Brand Image

Increased

Share  
Price Value

2,800 Case IH dealers worldwide



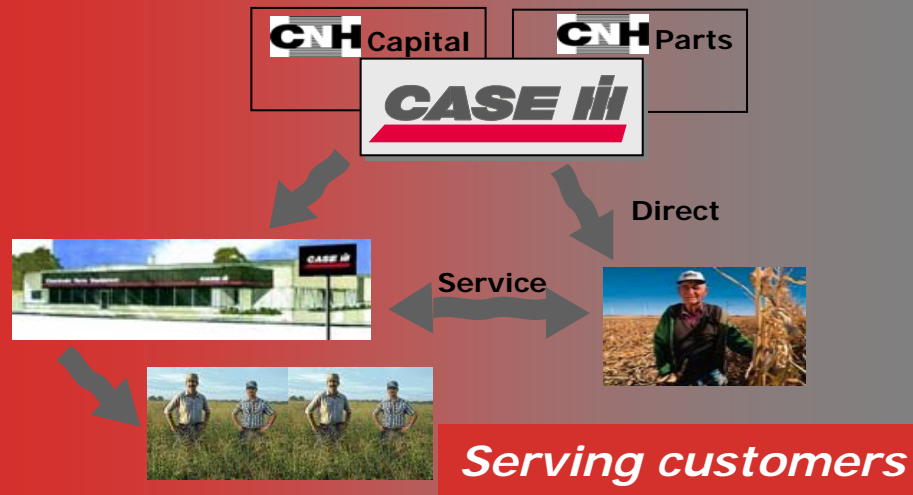
# Sales & Support Plan



- New sales approach in target markets - 9 new regions NA / 4 in Europe
- Increase of regional sales coverage per retail opportunity by 30%
- Key target customers sales team in North America
- Total customer support in harvest season
- Improve parts and service effectiveness by 25%
- "Master Mechanic" certification for all Case IH Technical Representatives (95)
- Promotion of plan maintenance contracts

Fulfill Customer Expectations

## ... To Customer Focus



**Product**  
Productive and Reliable

**Support**  
Superior

**Service**  
Maintenance & Repair contracts  
Fleet maintenance, remarketing  
Financing, Rental...

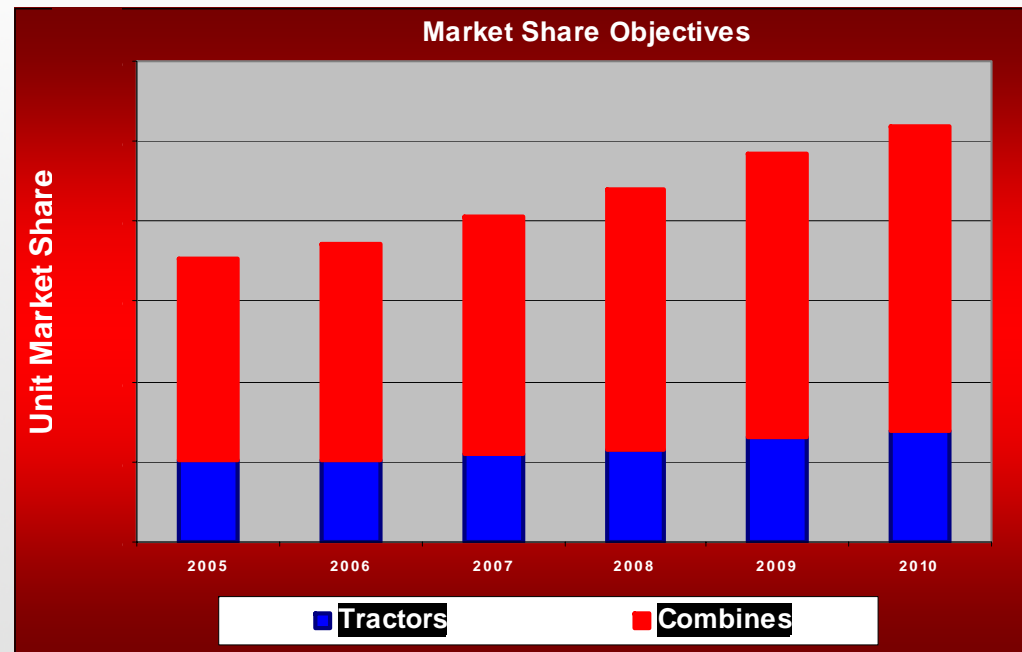
**Company**  
Approachable, Knowledgeable  
Parts and Service Dealer / Direct

**Sales**  
Focus on core customer

## Case IH Closing the Gaps and Growing Share



- A clear positioning ...  
*(premium brand of powerful agricultural equipment for large, professional operations)*
- ... for targeted customers ...  
*(cash crop producers, livestock farmers, contractors)*
- ... with aligned product offerings,  
*(rugged, productive, reliable, best in class)*
- ... an effective distribution ...  
*(superior service and support)*
- ... and a customer focused organization



- Share growth: 12,000 Tractors  
1,900 Combines  
2,200 Planter / Crop Production



**FIAT**  

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**GROUP**

The logo consists of the word "FIAT" in a bold, dark blue, sans-serif font, positioned above a thin, dark red horizontal line. Below the line is the word "GROUP" in the same bold, dark blue, sans-serif font. The entire logo is contained within a light gray square with a thin white border.