

Case IH History

- 1831 First successful reaper demonstrated at Steele's Tavern, Virginia by Cyrus Hall McCormick. This invention and McCormick's later self-raking feature, allowed one man to cut 40 acres in a day versus what 5 men could do by hand. The reaper and McCormick product development, marketing and manufacturing initiatives are considered the key drivers in the foundation of the farm equipment industry worldwide.
- 1834-1860 The McCormick Harvesting Company is the first in the growing farm equipment industry to establish a broad product warranty, an aggressive sales system supported by a continent wide network of branch houses and company sponsored advertising, credit for purchasing machines and machine modifications free of charge.
- 1842 Jerome Increase Case (1819-1891) takes a crude "ground hog" threshing machine with him from Williamstown, New York, to Rochester, Wisconsin. There he improves the thresher and establishes his company.
- 1843 Jerome Case relocates to Racine, Wisconsin, on the shore of Lake Michigan because of the availability of water power. He builds a factory to manufacture crude threshers, making improvements as new models are built.
- 1847 McCormick moves his factory to Chicago recognizing the westward expansion of the US. That Reaper Works became the largest in the Midwest, the site of which was later the headquarters of International Harvester Company located in the heart of downtown Chicago on the river at Michigan Avenue across from the Wrigley Building.
- 1859 The reaper earns a Gold Medal the Royal Exposition in Crystal Palace, London England signaling the entrance of the McCormick Harvesting Machine Company in Europe.
- 1860-1865 US Civil War stimulates a tremendous expansion in farm mechanization - the number of reapers and mowers increases from 90,000 to 250,000 in use on farms.
- 1863 Jerome Case takes on three partners to form J. I. Case and Company. The men, who soon become known as the Big Four, are Jerome Case, Massena Erskine, Robert Baker and Stephen Bull.

- 1865 The famous eagle trademark is adopted, patterned after Old Abe, a magnificent bald eagle that was the Civil War mascot for Company C in the 8th Wisconsin Regiment.
- 1869 The first Case steam engine is produced, to be followed by 36,000 more over the years. Old No. 1 (now on display in the Smithsonian Institution) is wheel-mounted but still drawn by horses and used only for belt power. It took 15 years before demand for more farm power brought on the steam engine boom.
- 1871 The Great Chicago Fire destroys the original factory in the heart of devastation. J.I. Case of Racine, WI offered to build machines for McCormick who refuses and decides to build a new, much larger facility in southwest Chicago called McCormick Works.
- 1878 Steam engine sales double to 220 units. Case ships its first thresher overseas winning first prize at the Paris Exposition, before being put to work on a French farm.
- 1880 The J. I. Case and Company partnership is dissolved and the J. I. Case Threshing Machine Company is incorporated.
- 1881 McCormick very successful twine binder spawns many competitors and leads to 'The Harvester Wars' - a period of intense competition, industrial expansion and lowering prices. In the 1890's, this machine had more capital invested in its manufacture than any other machine in the world except only the steam engine.
- 1884 Jerome Case deals with a thresher problem in a way that exemplifies the company's determination to build high-quality products.
- 1884 After a dealer and a plant mechanic fail to repair a Case thresher on a Minnesota farm; Jerome Case makes a personal visit to the farm to repair the machine bearing his name. Before an amazed crowd, impressed that he would travel such a distance for one machine, Case attempts to repair the thresher.
- 1884 Unable to make the repairs and disgusted that such a product left his factory, he douses it with kerosene and sets it ablaze. The next day, the farmer receives a new, perfectly operating Case thresher.
- 1886 By now Case is the largest worldwide manufacturer of steam engines.

- 1890 South American business grows to the point where a Case branch office is opened in Buenos Aires, the first branch of a U.S. company in this industry ever established in Argentina. Later, two more branches are opened there.
- 1894 The eagle trademark assumes the design which would remain for 75 years: Old Abe perched on a globe
- 1895 Ignition and carburation equipment for gasoline tractors is improved and Case begins producing and selling several sizes of two cylinders models.
- 1899 A distributor is appointed in Odessa, Russia, to meet the needs of Russian farmers.
- 1902 Consolidation - Foundation of the International Harvester Company consolidating five former harvesting machinery competitors who represent 90% of the grain binder business. In addition to the McCormick Harvesting Machine Company, they were Deering Harvester Company, the Plano Manufacturing Company, the Champion Line of Harvesting Machines, and the Milwaukee Harvester Company. The voting power for the new company rested with the sons of two harvesting machine pioneers, Cyrus Hall McCormick, Jr. and Charles Deering, plus George Perkins, partner of J.P. Morgan who arranged and financed the consolidation.
- 1902-1982 Vertical Integration - To lower costs during the Harvester Wars, Deering had acquired iron-ore and coal properties. Then IHC incorporated Wisconsin Steel and later Wisconsin Lumber companies to handle raw material supply and production of steel and wood components. Assets included iron ore mines in MN, blast furnaces & steel mills in Chicago, coal mines, forests in MO and MN and sawmills in MO and AR.
- 1903-1910 Foreign Expansion - At formation, 20% of IHC were outside the US. Expansion continued with building of plants internationally to avoid tariffs and expand sales.
- 1903-1998 Hamilton, Ontario – manufacturing of hay tools, tillage, material handling
- 1903- Complete Line - Implementing one of the goals of the consolidation, the company began adding additional product lines in order to offer a complete line. 1903 - Osborn Machinery of Auburn, NY adding

tillage equipment to market under many brands and more harvester production capacity for eastern US markets. 1905 - Keystone of Sterling, IL to add more hay tools to existing mowers and rakes - they included the first side-delivery rake and hay loader. 1905 - Minnie Harvester, St. Paul, MN and Aultmann-Miller of Akron, OH

1903-1923 Separate Brands & Distribution - Initially, all five companies retained their distinctive designs and distribution. It was at least conceptually possible for one to have 5 different International Harvester dealers - one for each of the somewhat independent product lines. C16

1904- Innovations/R&D - Internal development focused on additional products for farm use including cream separators, stationary engines, motor trucks (the foundation of what is now Navistar), cars, wagons, manure spreaders, corn binders & cutters,

1904 Case introduces the first all-steel thresher. Although ridiculed by many, other manufacturers soon copy it.

1904 Case now produces more farm steam engines and threshing machines than any other company.

1905

1906 Tractors - First gasoline tractor (traction engine) sold. Production in Akron and Upper Sandusky, OH, and later of the Titan and Mogul designs at the Tractor Works in West Chicago and Milwaukee Works. Following a win at a plowing contest in France, exports began to Europe.

Twine / Consumables - Deering was the first manufacturer to own a twine mill which began a long period of dominance for IHC in this consumables business (up to 65% of the market). This included ownership of raw material supply (sisal) in Cuba and Mexico and twine mills in St. Paul, MN & Hamilton, ON as well as the Deering Works in West Pullman, IL.

1906 Norrkoping, Sweden - hay tools

1907-1926 Threshers sourced from Belle City of Racine, WI were marketed through the IHC. Starting in 1926, the company began production of threshers at its own facility, then starting in 1929, harvester-threshers (i.e. combines) at E. Moline Works, Hamilton, ON, Croix, France, South America and Australia.

- 1909-1923 Lubertzy (Moscow), Russia - mowers, engines, reapers
- 1910 Croix, France - harvesting, later hay tools, tractors and SP combines for Europe.
- 1910-1996 Neuss, Germany - harvesting, later tractors
- 1911 Three Case racing cars enter the first Indianapolis 500-mile race, occupying the pole position and two-second row spots.
- 1913 The Case Tractor Works, near Racine (known for a long time as the Clausen Plant), is built to manufacture several sizes of four-cylinder engine gas tractors, including models with cross-mounted engines.
- 1914-1918 World War I - Demand increases for all equipment especially labor saving tractor designs, which were sold in many countries. Production at Croix and Neuss is impacted
- 1918 International 8-16 Tractor offers the first power take-off in the industry.
- 1919 Prompted by Deere's entry in the harvester business, IHC decided to attack their strength in plows by contract manufacturing and in 1919 the purchase of two plow companies - P&O of Canton, OH and Chattanooga Plow in Tennessee. With these purchases, the number of product categories offered were 54 compared to nine at the time of the formation of IHC 17 years earlier.
- 1919 Case purchases the Grand Detour Plow Company of Grand Detour, Illinois, thus adding a line of plows and tillage tools. This is the first step toward becoming a full-line farm equipment manufacturer.
- 1923 Tractor Price Wars - With a massive drop in the post-war tractor market, many smaller tractor makers suffered. Ford cut prices dramatically to maintain volume and IHC followed and by 1923 US market shares were 76% for Ford, 9% for IHC, 15% for the other 73 tractor manufacturers!
- 1923 Master Brands - By 1923, many previous brands and distribution systems were consolidated leaving three primary brands, McCormick-Deering, International, and soon, Farmall.

- 1923 The 100,000th thresher comes off the assembly line.
- 1923 Production of large grain combines begins, rapidly making threshers obsolete in the Great Plains. Nevertheless, Case continued building threshers for another 30 years to serve farmers who preferred them to the "new-fangled" combines.
- In 1923, the Fordson from Ford represented 76% of the market. With the innovative Farmall design, that share began to slip and by 1928, Ford ended tractor production in America. In 1929, J.I. Case produced the first challenger to the Farmall with Modell CC, General-Purpose tricycle tractor.
- 1924 Farmall - First production of a tractor design that would revolutionize the industry. This was a lighter design with high power to weight ratio, narrow front with single guide wheel and precision steering for cultivation. The key success factor was a unified system of tractor and matching implements for plowing, cultivation and harvesting.
- 1924 Production of automobiles and steam engines is discontinued.
- 1926 Farmall Works begins production in Rock Island, IL solely to produce Farmall designs. Production of Farmall and International brand tractors would continue until the purchase of IHC by Tenneco in 1985. By 1930, the 100,000th Farmall was produced and in 1974, the 5 millionth IHC tractor was produced here (an International Farmall 1066)
- 1928 The company name is changed to J. I. Case Company.
- 1928 Case purchases the Emerson-Brantingham line of tillage, haying and harvesting equipment, manufactured at Rockford, Illinois.
- 1929 First crawler tractors produced. This led to several generations of crawler tractors for Ag applications and the foundation of what would someday become the International Harvester Construction Equipment Division.
- 1935 The first diesel wheel-type tractor is tested at Nebraska - an International WD-40.
- 1937 Case purchases the Rock Island (Illinois) Plow Company factory and a factory at Burlington, Iowa for manufacture of small combines.

- 1937 The Farmall went all red replacing previous gray color schemes with red wheels. "The stated reason was that red was considered a safety factor with so many Farmalls moving on public roads."
- 1939 Flambeau Red becomes the identifying color for Case equipment with the introduction of a new fleet of tractors, including the D Series.
Flambeau Red becomes the identifying color for Case equipment with the introduction of a new fleet of tractors, including the D Series
- 1939 The public introduction of the second generation Farmall - the signature 'Letter Series'. A and B Small Size, H Middle Size and M Large Size. The modern styling of these tractors reflect the efforts of the internationally known industrial designer, Raymond Loewy, who was hired to give the new Farmalls (and crawlers) a distinctive, modern family appearance. "Both of these product lines shared the same radiator grille design including the three silver stripes and three-dimensional Farmall or International name plate." (These were Product Brands - the Master Brand was McCormick-Deering - the Company Name was International Harvester) Loewy went on to design the 'Prototype' dealer facility with vertical pylon that unified the look of all 800 US dealers and company stores.
- 1940 The S and V Series of tractors are introduced. The Eagle hitch and hydraulic controls are added later.
- 1941 Case becomes involved in wartime military manufacturing, delivering the first of hundreds of thousands of 155mm shells used by U.S. and Allied forces around the world. Other wartime products include 500-pound bombs, 40mm anti-aircraft gun carriages, B-26 bomber wings and aftercoolers for Rolls-Royce aircraft engines.
- 1941 1947 Case purchases a small plant at Stockton, California, for manufacturing West Coast machines; a large plant at Bettendorf, Iowa, for manufacturing large combines, corn harvesting equipment and balers; and a plant at Anniston, Alabama, to produce machinery for the Southeast.
- 1942 IHC's first self-propelled combine - Model 123-SP Harvester-Thresher
- 1942 The launch of the industries first spindle-type cotton picker. One of these models, known as 'Big Red' is on display at the Smithsonian

museum in Washington, DC along with a J.I. Case thresher and 'Old Abe' the model for the old Case logo.

- 1945 'The Farmall System of Farming' was launched which included an extensive list of quick-attachable machines that would fit either the H or M. The launch included a complete curriculum of sales and service training for dealers.
- 1945 Launch of the 50T self-feeding, self-tying automatic twine baler.
- 1947 The distinctive block IH is introduced replacing the round IHC logo in use since 1902. Loewey designed the logo whose appearance represents the head on view of a farmer driving a Farmall tractor. This logo was be used alone until the combination with the Case logo in 1985 and has now is part of the current Case IH logo.
- 1947 Production of the Farmall began at Doncaster, UK. This facility later produced small square balers for worldwide marketing.
- 1947 Called 'The largest tractor plant in the world" Louisville Works begins production of the small Farmall A & Bs and the new Farmall Cubs. Production capacity was 2,200 tractors per week. This plant later produced the Cub Cadet line of lawn and garden tractors.
- 1947 Production starts at Stockton Works for specialized tillage and planting for the US West Coast.
- 1948 Memphis Works began production of Cotton Pickers. This plant also produced hay tools including square and round balers and mower-conditioners, as well as offset disk harrows.
- 1951 Production of the 1 millionth Farmall at Farmall Works.
- 1953 The Anniston, Alabama, plant is sold.
- 1953 Case markets the Model 500-diesel tractor acclaimed the finest diesel available.
- 1953 Long overshadowed by combines, thresher production comes to an end.
- 1954 The New 'Number Series' Farmall are introduced with the industry first 2-step powershift (called Torque Amplifier or TA) and the industry first independent Power Take Off. The two-point Fast Hitch was launched the previous year. This number designation ranged from the Farmall 100 that replaced the Super A up to the Farmall 400 that replaced the Super MTA.

- 1954 The New 'Number Series' Farmall are introduced with the industry first 2-step powershift (called Torque Amplifier or TA) and the industry first independent Power Take Off. The two-point Fast Hitch was launched the previous year. This number designation ranged from the Farmall 100 that replaced the Super A up to the Farmall 400 that replaced the Super MTA.
- 1955 First SP combine with 4 way leveling - Model 141 HS
- 1955 First SP combine with 4 way leveling - Model 141 HS
- 1955 The 400 Series tractors are introduced in gasoline, diesel and LP-gas models.
- 1956 Case introduces the 300 Series tractors designed for smaller farms.
- 1956 On the agricultural front, a new series of tractors featuring Case-O-Matic Drive is introduced to dealers.
- 1957 Case takes a significant step in expanding its construction equipment operations by acquiring the American Tractor Corporation of Churubusco, Indiana, a manufacturer of crawler tractors and earth-moving equipment. Case introduces the Model 320, the first complete loader/backhoe available under one warranty, from a single manufacturer, thus beginning the company's worldwide loader/backhoe industry leadership.
- 1957 The Burlington plant converts from combine manufacturing to building utility wheel and crawler tractors, further strengthening the Industrial Division.
- 1957 John Steiger and sons Douglas and Maurice successfully build the first Steiger tractor in their barn at Red Lake Falls, Minn. The family needed a tractor with higher horsepower than what was commercially available. The tractor, weighing in at 15,000 pounds, is used in the Steigers' farming operation for 10 years.
- 1958 Foreign operations are expanded. J. I. Case (Australia) Pty, Ltd. becomes the first subsidiary company, followed closely thereafter by J. I. Case do Brazil and J. I. Case Company Ltd. in England.
- 1958 The first IHC 6 cylinder tractors were produced (460 & 560) under the banner 'New World of Power'. Launch problems with these

- tractors and the solely Ag focus of Deere resulted in IHC losing industry sales leadership for Ag equipment. IH Divisions also included Truck and Construction Equipment as well as the Solar Gas Turbine Division.
- 1958 The first IHC 6 cylinder tractors were produced (460 & 560) under the banner 'New World of Power'. Launch problems with these tractors and the solely Ag focus of Deere resulted in IHC losing industry sales leadership for Ag equipment. IH Divisions also included Truck and Construction Equipment as well as the Solar Gas Turbine Division.
- 1959 Import of British designed and built McCormick International tractors begins to North America.
- 1959 Models 800 and 1000 self-propelled combines are introduced.
- 1959 Import of British designed and built McCormick International tractors begins to North America.
- 1960 Launch of the Cub Cadet tractor line making IH the first full-line farm equipment company to manufacture and market their own garden-type tractor. By 1974, the 500,000th Cub Cadet had been produced.
- 1961 The industry largest tractor, the Four-wheel drive tractor Model 4300 at 300 HP is launched.
- 1961 Rock Island plant tractor production is consolidated into the Racine Clausen Works.
- 1962 New management, headed by President Merritt D. Hill, starts upsurge in Case engineering, production, sales and employment.
- 1962 The Model 600 self-propelled combine draws rave reviews for its harvesting capacity, which equals much larger units.
- 1962 "King of the six-plow tractors," the Model 930 Comfort King, also is introduced.
- 1963 A totally new design with higher horsepower and proven, long-term reliability is launched. The Farmall and International 706 & 806 models are followed two years later by the 1206, the industry's first row crop tractor over 100 HP.

- 1963 The Steiger family decides to build tractors out of its Minnesota barn professionally, with Douglas serving as chief designer and Maurice heading up production. Five units are designed and built in the family's barn and sold commercially. All five tractors have different frame sizes, in tune with the Steiger design theory that each frame should match its engine's horsepower size.
- 1963 A total of 125 tractors are built on the Steiger farm and distributed in both the United States and Canada.
- 1964 Case dominance continues in the loader/backhoe field with the introduction of the Model 530 Construction King, packed with new features.
- 1964 Case gets into the 10- to 12-hp small garden tractor field by acquiring Colt Manufacturing Company of Winneconne, Wisconsin, which becomes a wholly owned subsidiary.
- 1964 The large 451 cubic-inch turbocharged diesel four-wheel-drive 1200 Traction King tractor is introduced for high acreage agricultural operations.
- 1965 Case is now represented throughout the world by 125 distributorships; subsidiaries in England, France, South Africa, Brazil and Australia; and 15 licensees in other countries. Twenty percent of U.S. production volume is now shipped overseas.
- 1965 The Rock Island plant, operated as a division of the Clausen Works since 1961, returns to full plant status.
- 1966 Controlling interest in Case is acquired by Kern County Land Company of San Francisco, California, resulting in a refinancing plan which builds a solid foundation for future operations.
- 1966 A 600,000 square-foot manufacturing plant is purchased in Terre Haute, Indiana, and construction begins on a 386,000 square-foot transmission plant in Racine. More than 300,000 square feet of additions are made to the foundry and the Clausen Plant.
- 1967 The industry's first hydrostatic drive combines are launched - Models 403 & 503. Hydrostatic drives are later introduced on lawn & garden tractors in 1966, tractors & cotton pickers in 1967 and SP windrowers in 1968.

- 1967 Kern County Land Company is acquired by Tenneco Inc. of Houston, Texas, the world's largest distributor of natural gas, with additional interests in oil chemicals, packaging and related investments.
- 1967 Case achieves equal balance of sales between agricultural and construction equipment products.
- 1968 Case reorganizes to establish separate Agricultural, Construction and Components divisions.
- 1968 Tenneco acquires two new divisions, Drott Manufacturing of Wausau, Wisconsin, and Davis Manufacturing of Wichita, Kansas, assigning both to Case. Drott manufactures hydraulic excavators, cranes and straddle carriers. Davis manufactures crawler and rubber-tired trenchers, boring equipment, line-laying equipment and tilt-bed trailers.
- 1969 Launch of the highly successful 15 series combines.
- 1969 Launch of the first IH SP sprayer - Model 660.
- 1969 The Racine Transmission plant begins full production.
- 1969 Demand for the Steiger tractors increases so much that Douglas and Maurice Steiger, after reaching an agreement with private businessmen from North Dakota and Minnesota, decide to move production to Fargo, N.D. The Steigers' Minnesota farm is still used as an experimental test center.
- 1969 After moving to North Dakota, the Steiger Wildcat, Super Wildcat, Cougar, Bearcat and Turbo Tiger models are introduced.
- 1969 Tenneco acquires additional Case common stock to increase holdings to 91 percent.
- 1969 Net sales increase by a record 20 percent to \$430.8 million.
- 1969 The Old Abe eagle trademark is replaced by a new, more contemporary logo to reflect the company's increased worldwide emphasis on agricultural tractors and construction equipment.

- 1969 Case introduces the Agri-King line of tractors, with fully enclosed cabs, including the Model 1470 four-wheel drive. This is the largest agricultural tractor ever made by Case.
- 1970 The Uni-Loader compact skid steer loader is acquired from an Iowa firm.
- 1970 Shareholders approve consolidation, making Case a wholly owned Tenneco subsidiary.
- 1970 Tenneco acquires majority share of Losenhausen Maschinenbau AG, Dusseldorf, West Germany, makers of roller- and plate-type vibrating compactors (Vibromax), and assigns it to Case.
- 1970 A family of four- and six-cylinder in-line/open-chamber diesel engines with 67 to 180 PTO horsepower is developed for construction, forestry and agricultural equipment. At the same time, Case offers engines and hydraulic components for sale to original equipment manufacturers.
- 1971 The Rockford, Illinois, plant is closed and production consolidated at other locations.
- 1970 A Steiger 66-dealer nationwide network is established. Growth continues and production is moved to a second plant in Fargo.
- 1970 The second plant currently houses the Case Engineering Test Center.
- 1970 During this decade Steiger begins producing tractors for other companies, including Allis-Chalmers, Ford, CCIL's Canadian Co-op Implement Limited and International Harvester.
- 1971 Case opens a construction equipment production plant in Sao Paulo, Brazil.
- 1971 Launch of the International Farmall 66 Series, part of the first 'World Wide Tractors' program. In this year, IHC manufactured tractors and components in eight countries: US, UK, Germany, France, Japan, India, Australia and Mexico for sales in 125 countries. The smaller 74 series tractors, no matter where assembled, used gasoline engines built at Louisville Works and diesel engines from Neuss Works. Complete tractors for non-North American markets were built by Doncaster Works as well as skidded units that were final assembled in other plants, such as Louisville Works for North America.

- 1971 Launch of the innovative plateless Cyclo air planter which was the premier line for several years.
- 1972 Acquisition of a financial interest in Steiger Tractor Company of Fargo, ND followed a year later by the launch of the first articulated 4WD Model 4366. Later evolutions included the 4786 at 300 HP.
- 1972 Case experiences one of the most successful years in its history with sales of \$610 million.
- 1972 Tenneco acquires control of Spain's leading wheel loader manufacturer, CALSA, and assigns it to Case's International Division.
- 1972 England's David Brown Tractors is acquired by Tenneco and made a Case operating division. Model 2470 Traction King four-wheel-drive tractor is introduced, along with six matching tillage implements.
- 1973 After this year, no new IH tractors carried the Farmall Product Brand. Over the years, the International Master Brand became dominant on all tractors and the Farmall became a Product Brand.
- 1973 Expansions are completed at Burlington and Wausau plants, and expansion plans are announced for Wichita, Wausau and both the Tractor and Transmission plants at Racine.
- 1974 Total Case sales surpass the billion-dollar mark, with sales of \$1.09 billion and income of \$102.7 million.
- 1974 Agricultural Equipment Division products, including David Brown, change colors to Power Red and Power White, from the Flambeau Red and Desert Sand in use since 1954.
- 1975 Steiger Tractor Incorporated breaks ground for a new production facility. The building is finished in less than a year and can produce a new Steiger tractor every 18 minutes. During the 1970s, more than 1,100 people work at the new Steiger plant.
- 1975 The 420,000 square-foot Fargo manufacturing plant is the company's current facility for Steigers.
- 1976 An Australian Steiger subsidiary with 50 selling dealers is established.
- 1976 The Series III tractors are introduced.

- 1976 Case sets new sales (\$1.35 billion) and income (\$104.4 million) records
- 1976 "Case - The Tractor Specialist" becomes a prominent theme in Agricultural Equipment Division advertising.
- 1976 Launch of the Pro-Ag 86 Series row crop tractors with an integral Control Center (the new design was so advanced it was decided not to call it a new cab). The name Pro-Ag was used to tie to the IH leadership in using computers with dealers for parts and business management, and with farmers using a computerized farm management program trademarked Pro-Ag.
- 1977 Launch of the Axial-Flow line of combines soon after the industry's first rotary, the New Holland TR. All models have been produced at E. Moline although a facility was acquired in 1980 to produce Axial-Flows in France. Only limited production occurred there.
- 1977 Through Tenneco, Case acquires 40 percent of French based construction equipment manufacturer, Poclain, S.A., the world's leading manufacturer of hydraulic excavators and a major mobile crane producer. Poclain marketing subsidiaries in England, West Germany, Spain and Belgium, and a manufacturing facility in Brazil are purchased outright.
- 1977 Case do Brazil opens new 460,000 square-foot plant in Sorocaba to produce loader/backhoes, large agricultural tractors and other construction equipment.
- 1978 Case becomes the fastest growing major U.S.-based construction and agricultural equipment manufacturer in terms of overseas sales.
- 1979 North American tractor sales substantially improve, as two-wheel-drive 90 series tractors and new four-wheel drive 90 series units, featuring unique solid-state selective steering, make an impact on the market.
- 1980 The innovative 2+2 row-crop articulated tractor is launched. The rear half of the tractor is essentially the same as the 86 Series, i.e. driver seats on the rear half.
- 1979 The Steiger Tractor Incorporated plant turns out its 10,000th tractor.

- 1981 Case and Cummins Engine Co. announce their major joint venture, Consolidated Diesel Company, to produce fuel-efficient 50 to 250 HP diesel engines at a plant near Rocky Mount, North Carolina.
- 1982 Launch of the 30 and 50 Series row crop tractors that used the innovative reverse airflow concept. The new transmission for the 50 Series is essentially the heart of today's Magnum tractor.
- 1982 Launch of the Mitsubishi produced 200 Series Compact tractors built to IH designs and styling. Compact tractors were sourced from Japan until the decision to drop small tractor marketing in 1993.
- 1982 The Panther 2000 tractor is introduced. It is the first model to have a 12-speed full powershift transmission, electronic controls, comfortable deluxe cab and PFC hydraulics.
- 1983 The Tiger "KP" Series IV model is introduced with 525 horsepower and 6x4 Allison powershift transmission.
- 1983 A new line of 94 series general-purpose tractors and high-horsepower two-wheel-drive tractors are introduced. The new products debut in a new Power Red, black and white color scheme.
- 1983 The Super E incorporates the newly designed Case four-cylinder diesel engine produced at the recently operational Rocky Mount, North Carolina, manufacturing facility.
- 1983 David Brown Tractors is renamed Case Tractors and integrated into the Agricultural Equipment Group.
- 1983 The Outdoor Power Equipment Division (OPE) at Winneconne, Wisconsin, is purchased by the newly incorporated Ingersoll Equipment Co., Inc. The lawn and garden products continue to be marketed by Case.
- 1984 Internally, as part of its overall commitment to reduce operating costs and increase productivity, Case reorganizes, eliminating divisional lines, to draw on the best possible people and resources for a more unified approach to worldwide operations along functional lines for manufacturing, marketing and engineering.
- 1984 Case introduces a new line of 94 series four-wheel drive tractors, including the most powerful unit the company has ever produced. The new, top-of-the-line Model 4994 features a turbocharged V-8

powerplant with a manufacturer's rating of 400 gross engine horsepower.

- 1985 In a dramatic move to increase its market position, Case, through its parent company, Tenneco Inc., acquires selected assets of the International Harvester agricultural equipment operations. This makes Case the second-largest farm equipment manufacturer in the industry.
- 1985 Announced in November 1984, the acquisition is approved by the U.S. Justice Department in early 1985.
- 1985 By consolidating selected International Harvester operations with Case agricultural operations, the company again becomes a full-line farm equipment producer. The combination provides increased market share, a broadened product line and a greatly expanded North American dealer organization second to none.
- 1985 Case retains its corporate name, and combines the Case and IH logos for corporate and agricultural equipment identities. The consolidation significantly lowers industry tractor production capacity, helping reduce the continued build-up of excess inventories, which accumulated during several back-to-back recession years in farm markets.
- 1985 The new Case IH agricultural products are designed to retain the best of both traditions, along with equipment colors: the characteristic International Harvester red along with the traditional Case black stripe, with new silver accents.
- 1985 The consolidation adds two former International Harvester plants to the Case family in North America and five manufacturing plants in Europe. Case also purchases International Harvester subsidiaries in France, Germany and Denmark. In North America, six new Service Parts Supply depots are added, including four former International Harvester depots.
- 1985 Tenneco acquired the major assets of International Harvester's Farm Equipment Division. These included plants in E. Moline, IL (combines, cotton pickers, planters), Hamilton, ON (tillage and seeding), Croix, France (cabs), Neuss, Germany (tractors) and Doncaster, UK (tractors) plus parts distribution facilities worldwide. Also included were most modern machine tools and production assets from the Farmall Works which were transferred to the J.I. Case Racine Transmission and Assembly Plants. Other assets that were sold over time by IH were Cub Cadet to MTD, Construction Equipment Division to Dresser Industries and Solar

(Gas Turbine) Division to Caterpillar. The remaining part of International Harvester is the former Truck Division, which is now, renamed Navistar and which markets commercial trucks under the International brand.

- 1986 Case IH continues to consolidate the International Harvester agricultural operations with the purchase of selected assets from International Harvester Australia Ltd. (IHAL), including International Harvester Credit Corp. The Australian distribution organization, consolidated into a single Case IH system, creates Australia's largest agricultural/construction equipment network.
- 1986 Tenneco acquires Steiger Tractor Inc., of Fargo, North Dakota, manufacturer of four-wheel-drive tractors, and assigns it to be operated as part of Case IH. The move makes Case IH one of only two major North American producers of four-wheel-drive tractors of more than 200 horsepower.
- 1986 Tenneco agrees with major creditors for restructuring of Poclain S.A., the French-based manufacturer of hydraulic excavators. As a result of the restructuring, Tenneco will substantially increase its interest in Poclain and will eventually combine the French operations of Case IH with Poclain.
- 1986 The revolutionary Puma 1000 model is introduced -- the first Steiger tractor built with articulated steering and a front axle able to be steered. The steering innovations make possible the maneuvering of a large tractor in row crop applications. A 12-speed power-shift transmission also is introduced on all Steiger tractors.
- 1986 Steiger Tractor Incorporated files for Chapter 11-bankruptcy protection due to the struggling worldwide farm economy. With the Steiger plant operating at 25 percent capacity, Tenneco Inc. -- then the parent company of Case -- buys Steiger.
- 1987 Case management ordered an aggressive campaign to move out all 94 Series Tractors to make room for the first Magnum Tractors. Pricing looked like a "fire sale" where a customer could literally buy two 94 Series Tractors for the price of one.
- 1987 A joint venture between Case and Hesston Corporation. Hesston Corporation will manufacture hay and forage equipment at their Hesston, Kansas facilities for Case under the Case name. Both Case and Hesston will each sell equipment manufactured by the venture and

will be marketed separately by each partner under their own brand name.

- 1988 Fortune magazine list Case IH Combines, Planters and Case Loader/Backhoes as being among the best products built in the U.S.
- 1988 The second series of Magnum Tractors are introduced - 7200 Series.
- 1988 The first red 9100 series Case IH Steiger tractors are produced. Case continues to produce green Steiger tractors until 1989.
- 1990 The 9200 series Case IH Steiger tractors with increased horsepower and other performance and reliability enhancements are introduced.
- 1994 Tenneco announced that it will offer 35% (later increased to 56%) of Case through an initial public offering and allow Case to become a publicly held company. June 24, 1994 Case is listed on the New York Stock Exchange for the first time in nearly 30 years trading under the symbol "CSE".
- 1994 Case unveils a new identity - a new corporate logo and Ag and CE brandmarks are introduced.
- 1995 Case acquires Concord Inc., Fargo, N.D., the #1 U.S. producer of air drills. Concord products offer the state-of-the-art technology in the seeding system that saves the soil, while reducing field preparation and tillage. Concord also includes the electronic technology of Site-Specific Farming.
- 1995 Case establishes a joint venture with one of China's leading construction equipment companies - Liugong Construction Equipment. The company (Liuzhou Case Liugong Construction Equipment Co. Ltd.) will assemble, manufacture, sell and distribute the Case 580L loader/backhoe. This joint venture provides Case entrance into the important Chinese market.
- 1995 Case enters the space age with its new Advanced Farming Systems (AFS), beginning with state-of-the-art yield-monitoring devices that use satellite technology to help farmers maximize productivity.
- 1995 Case sells Viscosity Oil to Pennzoil Products Company.

- 1995 Case's financial performance continued its strong momentum with net income of \$346 million more than double the \$165 million recorded in 1994. Tenneco decreases its ownership in Case. Case is now 79% publicly owned.
- 1996 Case acquires Austoft Holdings Limited, the world's largest manufacturer of sugar-cane harvesting equipment based in Bundaberg, Australia. With annual sales of \$74 million, Austoft will strengthen Case's business in Australia as well as its presence in key emerging agricultural markets.
- 1996 Case acquires controlling interest in Steyr Landmaschinentechnik GmbH, a tractor manufacturer based in St. Valentin, Austria, with annual revenues of \$176 million. The new line of tractors is designed for mountainous agricultural regions, complementing Case's existing European product offering.
- 1996 Case purchases Fermelec Holdings Ltd., a maker of loader/backhoes, mini-excavators, skid steers and industrial tractors with annual sales of \$154 million.
- 1996 to further develop business in Central Asia, Case forms a joint venture in Uzbekistan to manufacture two-row cotton pickers. The venture increases the availability of Case's advanced cotton pickers to Uzbekistan, a major producer and exporter of cotton. Case holds a majority share in the UzCaseMash venture, based in the capital city of Tashkent.
- 1996 Case IH Steiger Quadtrac tractor is introduced. The 360-horsepower vehicle has four separate tracks that work independently to provide a greater level of ground contact. The new design reduces ground compaction and provides more traction and less slippage.
- 1997 The 40,000th Steiger tractor is produced.
- 1997 A 400-horsepower Case IH Steiger Quadtrac model is introduced and it proves to be one of the best performing tractors ever produced for scraper land-leveling work.
- 1997 Case acquires Bor-Mor Inc., a directional drilling company based in Hugo, Minn., which had 1996 sales of approximately \$8.5 million. The acquisition adds "trenchless" technology to Case's construction equipment lineup.
- 1997 Case introduces a new mid-horsepower range of tractors, the MX Series. Case moves production of the MX from Neuss, Germany, to

plants in Racine, Wisconsin, and Doncaster, England. Closure of the Neuss plant is a major step in Case's long-term restructuring program.

- 1997 Case acquires Agri-Logic, a leading developer of software for agricultural applications. Agri-Logic is a leading supplier of yield mapping software with a strong reputation for product support. The agreement strengthens Case's Advanced Farming Systems product line and keeps Case at the forefront of agricultural technology.
- 1997 Case acquires Gem Sprayers Limited, a privately-owned maker of self-propelled and trailed/mounted sprayers for agricultural applications. Gem is the leading supplier of sprayers in the United Kingdom with sales of \$12 million.
- 1997 Case Credit and Cummins Engine Co. Inc. announce an agreement under which Case will make financing available for all North American retail purchasers, dealers and manufacturers of industrial equipment powered by Cummins engines.
- 1997 Case forms a Latin American agricultural equipment unit and announces it will invest up to \$100 million over three years to manufacture large-scale, production agricultural equipment in Brazil for the Latin American market.
- 1997 Case announces plans to acquire a German company – Fortschritt -- and the assets of two others. The acquisition will give Case a broad range of conventional and rotary combines in Europe and significantly expand its line of harvesting equipment there. Case announces the availability of advanced 85XT and 90XT skid steers, rounding out its new family of heavy-lift skid steers introduced earlier in the year.
- 1999 CNH is created in November 1999 through the merger of Case Corporation and New Holland N.V. and is a recognized leader in the agricultural equipment and construction equipment industries. These worldwide businesses are organized regionally with separate, brand-driven commercial organizations and distribution networks.
- 2000 the newest generation of Steiger tractors, the STX series, is launched with 13 versions of four models.

