

Case IH Offers 5-Year Warranty On Magnum Tractors

RACINE, WI — Case IH is setting an industry standard by introducing a 5-year/5,000-hour warranty on all new MAGNUM tractors.

"A standard tractor warranty of this duration is a first for the agricultural equipment industry," according to Glen Miller, Case IH director of customer services. "It reflects the confidence Case IH has in the thoroughly tested reliability of the MAGNUM line."

Recent Case IH market research continues to emphasize just how much today's farmers value broader and longer warranty coverage when contemplating a new tractor purchase, Miller said.

"To succeed in today's agricultural economy, a company must be truly customer focused. First Case IH introduced the most advanced

tractor line — it includes many features customers were asking for. Now Case IH has introduced the strongest warranty — another feature customers were asking for," Miller said.

"In part, the new plan is a continuation of innovative Case IH extended warranty programs. Experience with the extended warranties on previous tractor lines makes Case IH confident that the customer only will gain with the 5-year/5,000-hour warranty on MAGNUM tractors," Miller said.

"An equally important reason for offering the 5-year/5,000-hour warranty is the MAGNUM tractors' exceptional reliability, resulting from their advanced design and manufacturing. The new warranty documents the company's confidence in the MAGNUM line's

reliability," Miller added.

"Thousands of hours of laboratory and field testing confirm the reliability of the MAGNUM line," Miller said.

The warranty coverage applies to all of the 14,000-plus parts on the MAGNUM tractors. Only the tires, which are covered by tire manufacturers' warranties, are excluded.

The 5-year/5,000-hour coverage provides no-charge, warranty service for dealer labor and parts

replacement during the first year.

During the second year through the fifth year, the plan pays warranty service charges after a \$200 deductible is paid by the customer. If a customer sells a tractor, the warranty is transferable.

The warranty applies to all MAGNUM tractors including those already sold and being used by farmers.

This coverage applies to Model 7110 at 130 PTO horsepower, Model 7120 at 150 PTO horse-

power, Model 7130 at 170 PTO horsepower and Model 7140 at 195 PTO horsepower. All four models are row-crop two-wheel-drive tractors with optional mechanical-front-drive.

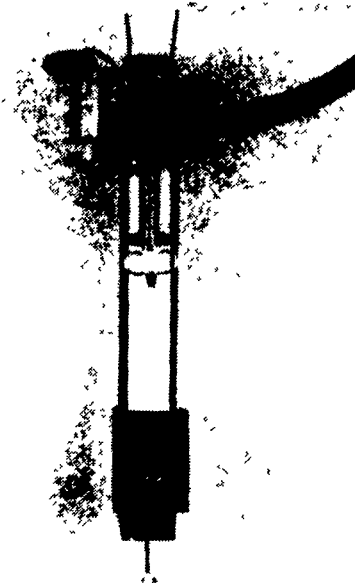
"Case IH believes the market will react extremely favorably to this warranty," Miller said. "The MAGNUM line has generated a great deal of interest in the North American market, and this warranty should just be the icing on the cake."

Alfa-Laval Introduces Portable Take-Off Unit

KANSAS CITY, MO — Alfa-Laval Agri, Inc., a worldwide dairy supplier based in Kansas City, has introduced a portable version of its SST™ II Take-Off unit for use in tie stall or stanchion barn dairy operations.

The Portable SST™ II Take-Off uses an advanced microprocessor to fully automate milking claw removal. The new take-off enables one operator to control more milker units simultaneously, thus eliminating extra steps in the milking process. The Portable SST™ II improves milking accuracy and allows more cows to be milked per hour.

The unit's microprocessor control provides the operator with a number of programmable functions, including retraction delays that can be set for 9, 16, 23 or 30 seconds. A "milk sweep" function can be selected to reduce the amount of milk left in the claw and milk tube.



This take-off unit enables one operator to control more milker units simultaneously.

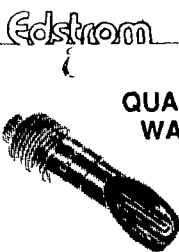
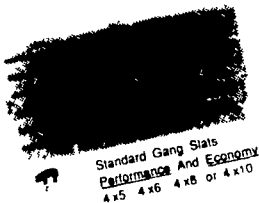
The control module of the Portable SST™ II has been conveniently located to simplify the operator's movements. The unit's light weight — only 8.3 lbs. with pulsator — and ergonomically designed handle maximize operator comfort. And to improve work efficiency, an indicator light alerts the operator of retraction.

When the unit is disconnected from the vacuum line, it is kept in the retracted position by a patented cord lock. This feature eliminates the need for hanging the milking claw on the take-off unit before moving to the next cow.

The Portable SST™ II Take-Off unit is designed for use with Delatron™ AL pulsators. The unit can be purchased directly from any De Laval Dealer.

For more information, contact: Scott Sanford, National Product Manager, Milking, Alfa-Laval Agri, Inc. (816) 891-7700.

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