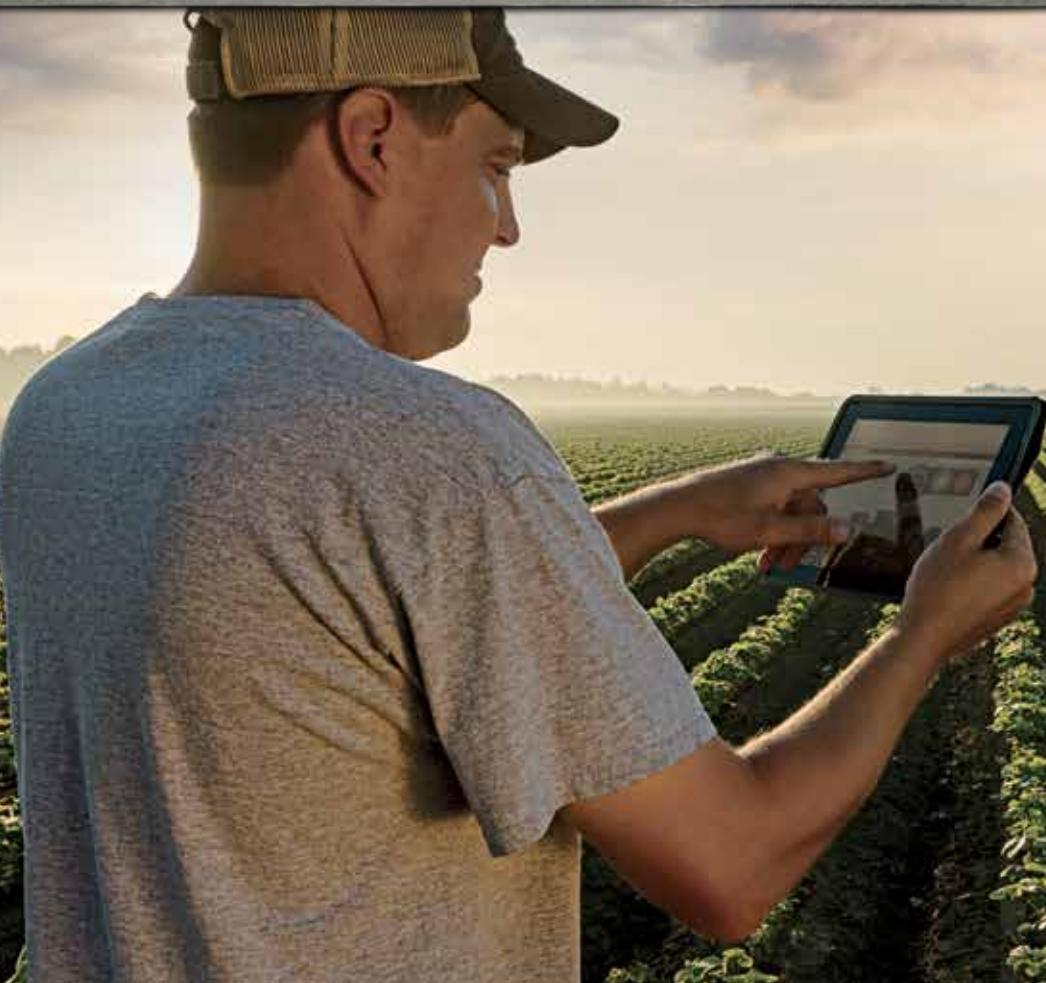




AFS CONNECT™

NEW 2015 PREVIEW





DRIVE THE WHOLE FLEET FROM A SINGLE SEAT.

Horsepower gets higher. Implements get wider. Machines multiply. Acreage under cultivation expands. That's how you grow an operation. The challenge is to stay in control when today's production practices demand bigger and bigger solutions that also spread your attention in more and more directions?

To help meet that challenge, Case IH AFS Connect gives you instant access to information about every machine in your fleet. That means location, diagnostics, fuel, and engine stats, as well as connections to service expertise and 24/7/365 expert support.

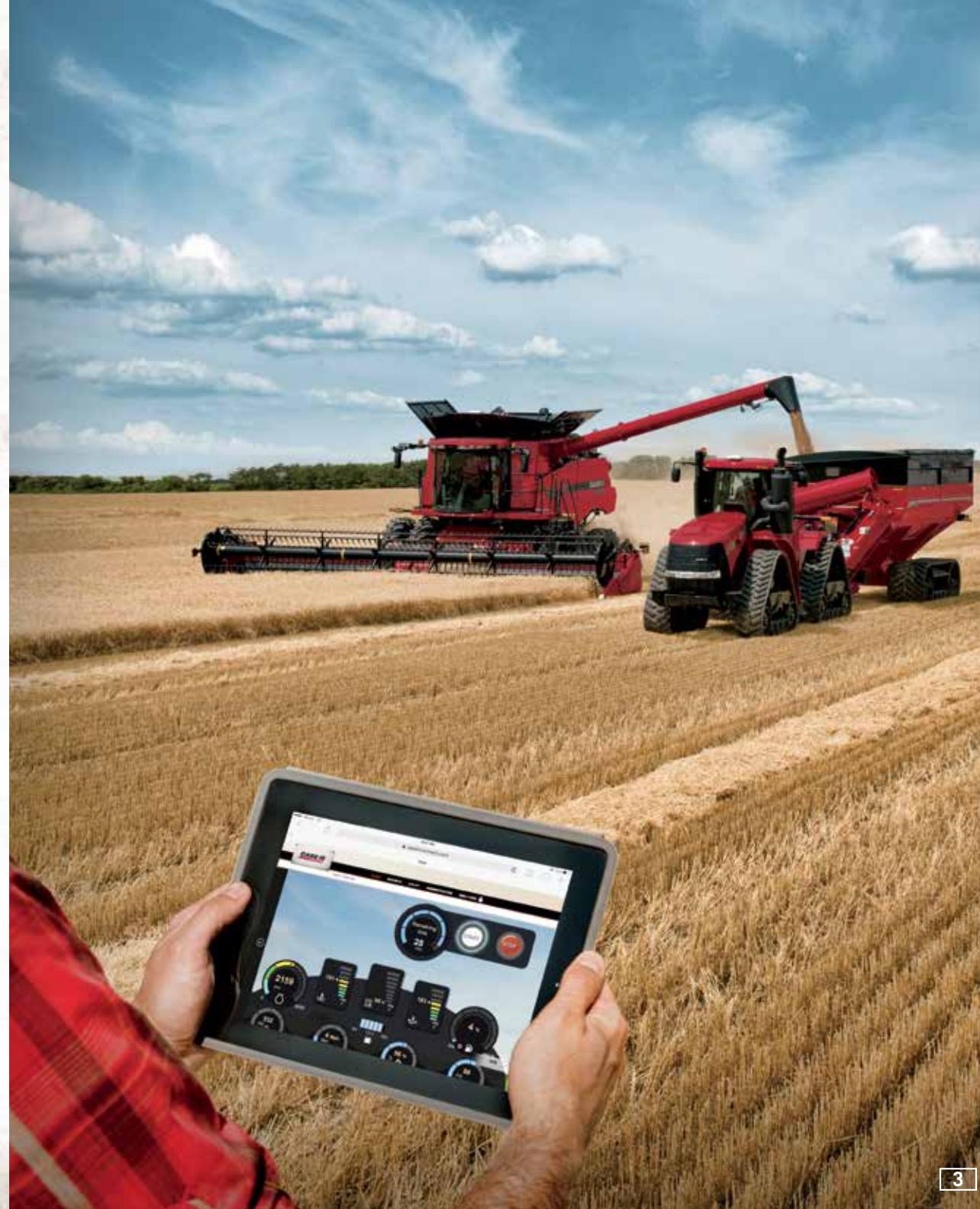
It's not just for your red equipment, either: AFS Connect lets you monitor anything with power, from field machines to road vehicles. It can help you save time, save fuel, cut costs and improve overall efficiency. And you can access it from wherever you're sitting — from the kitchen table to a pickup truck.

YOUR ELECTRONIC PIPELINE TO EFFICIENCY

The new AFS Connect system uses advanced, flexible telematics technology that offers intuitive, easy operation to help producers farm better. It provides a reliable, consistent, one-minute data update rate with 30 minutes of Live Time on the dashboard and 30 additional minutes of Live Time through the CAN Viewer which gives you a deeper dive into machine performance data—per modem, per day—for second-by-second remote training and diagnostics. Live Time provides the AFS Connect user with a real-time view of what's happening on the machine. AFS Connect users can also send messages through the AFS Pro 700 control center and operators can respond with a predetermined set of answers. And, it's all accessible through a simple-to-use web browser via desktop, laptop, tablet or other remote device.

A DASHBOARD THAT LOOKS LIKE A DASHBOARD

It's bold. It's crisp. It's easy to read. The AFS Connect dashboard provides a clear display of machine health parameters such as engine speed, hydraulics, oil temperature, fuel level and more.





"Just simplicity – that's the key to efficiency. The more user-friendly we make the technology the better, and the more efficient everyone will be able to be."

*—Kyle Jacobs
Silver-K Farms, Hamer, ID*

REAL LIFE CHALLENGE: FUEL ECONOMY.



SAVE TIME AND FUEL

It's a challenge any producer might face: During a limited optimal time frame, an operation has its tillage equipment running day and night. In such a scenario, the AFS Connect user simply can't be in every machine, every hour of the day. Reviewing fuel records, the producer discovers that his fuel consumption is higher than expected.

✓ AFS CONNECT SOLUTION: PERFORMANCE ANALYSIS

AFS Connect updates information every minute, consistently and reliably; not every fleet management system does that. Producers can accurately review machine information, like engine load, speed and gear. It's simple to check efficiency by comparing performance data by machine. And only if producers choose, select data can be provided to a Case IH dealer specialist for expert performance analysis.

✓ REAL RESULTS: IMPROVED EFFICIENCY

Working with a local dealer specialist, the producer discovers that in many cases operators were in the wrong gear for their speed and load. Many were simply unfamiliar with a new machine and unaware of its engine performance characteristics. Sharing fuel consumption records with the drivers, training them on the machines and challenging them to improve fuel efficiency has a better-than-expected result, actually exceeding the fuel economy target.





REAL LIFE CHALLENGE: LOST HARVEST TIME.

COORDINATE A MIXED FLEET

It's a real-world scenario, but not a best-case one: The producer observes that often his machines spend time waiting in the field to unload. It's a waste of fuel and manpower. Worse, it squanders valuable time from a limited harvest window. That's not just costly; it's irreplaceable.





✓ AFS CONNECT SOLUTION: VERIFICATION

Because industry-leading AFS Connect can work on all the vehicles dedicated to the harvest (semis, fuel trucks, etc.), not just tractors and combines, it's simple to locate and measure the idle time of every piece of equipment. The producer can use position histories to map the movements of haul-out machines, even set the system to send alerts when machines enter and exit the field and crop storage areas.

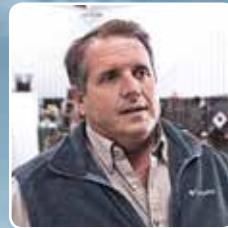
✓ REAL RESULTS: COMPLETE HARVEST FASTER

There might be a lack of communication between harvesters and trucks, or a lineup to unload causing a wait. Tractor drivers may be using indirect routes to and from the harvester. Identifying and then correcting intermittent problems at the dryer, crop storage areas and in the field can save fuel and manpower, making the most of every hour of the harvest window.



"Time. That's the only thing you can't buy. Instead of me driving 20 miles one way to fix the problem and 20 miles back to get back to what I was doing, I'll look it up in three minutes on an iPad or computer, help them with their problem, and it's done."

*— Larry Smith
Farm Manager, Glendora, MS*



"Collecting the data, that's helpful. To be able to look at each machine and know how many hours are on it and when services are coming instead of depending on somebody to physically keep up with that ... that would be really useful."

*– Malcom McClanahan
KAL-MAC Farms, Olive Branch, MS*

REAL LIFE CHALLENGE: NEW TECHNOLOGY.



EXPERTISE ON DEMAND

It's a brand new machine—the first time in the field with this make and model. The challenge is a simple one: learn the features, the operating procedures, the design details of this new iron. The new owner knows what this machine can do; the idea is to achieve peak performance and become an expert as quickly as possible.



✓ AFS CONNECT SOLUTION: DEALER CONNECTION

If an AFS Connect user gives the dealer tractor specialist permission to view performance data, the expert can log in from anywhere to provide coaching and tips in real time, while viewing live data from the dashboard. In addition, AFS Connect gives producers 30 minutes of Live Time on the dashboard and 30 additional minutes of Live Time through the CAN Viewer which gives you a deeper dive into machine performance data—per modem, on every machine, every day. That's a real-time link so the operator making the adjustments and the expert monitoring changes in real time get immediate feedback.

✓ REAL RESULTS: HARVEST EXPERTISE NOW

It's like having an expert in the instructional seat. The specialist is able to pinpoint issues fast; there's no stopping to explain. It turns novices into experts to achieve peak efficiency sooner. Let less experienced operators take over the driver's seat with confidence. The producer is free to manage other issues while the data connection handles training and monitors machine data.



GETTING THE MESSAGE.

REAL LIFE CHALLENGE: REAL LIFE EXPERIENCE

Suppose a producer has three combines in the field. One of his operators is a seasoned expert, while the other two are relative novices. The challenge is to get full efficiency and productivity from all three machines.



"I've seen what no technology is, and then I've seen what this new technology can do. It's changed our lives on how we do things. So I've seen both sides, and I'm excited about it."

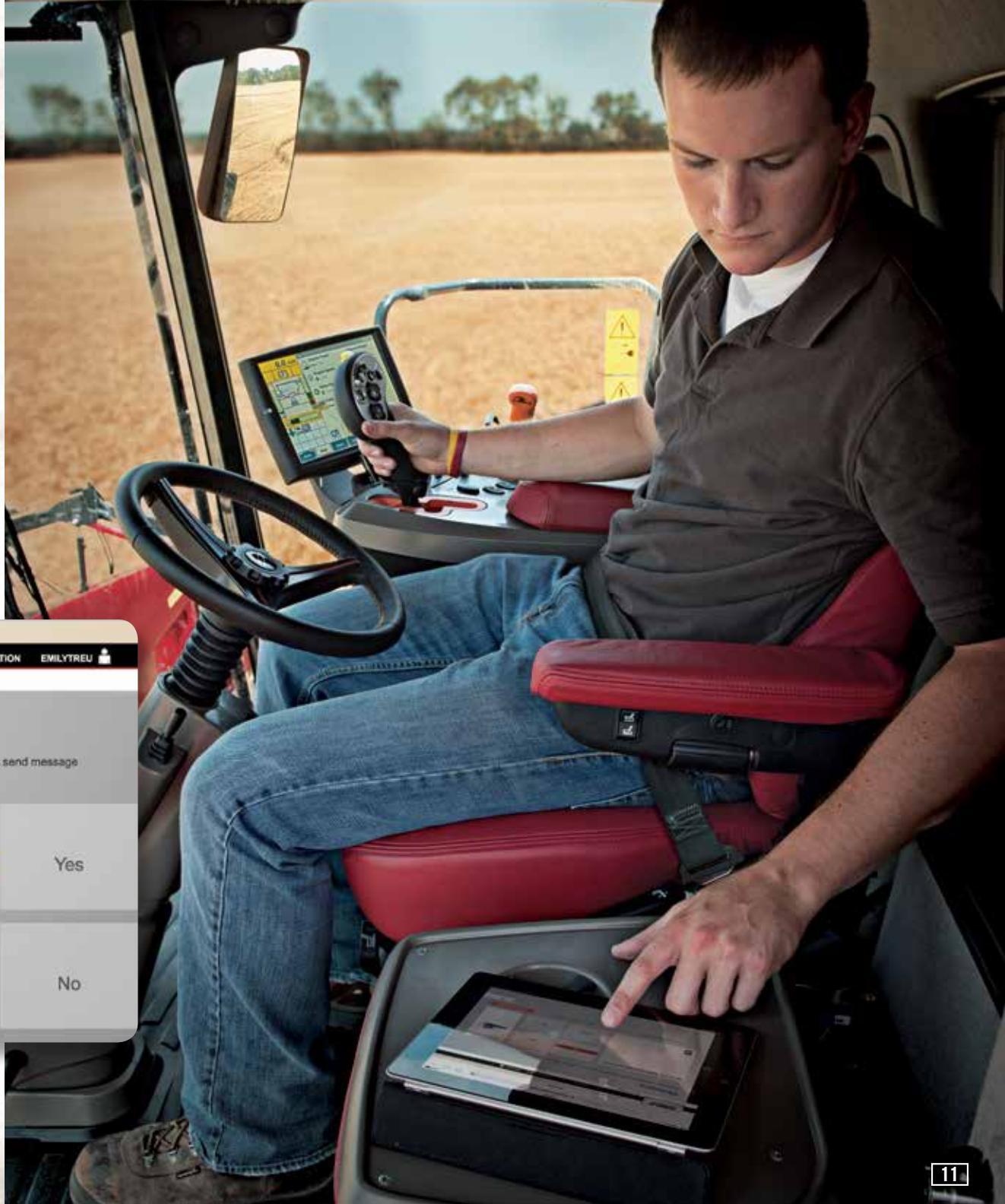
*- Kirk Jacobs
Silver-K Farms, Hamer, ID*

✓ AFS CONNECT SOLUTION: KEY OPERATOR COACH

Real-time coaching is the answer. Using industry-exclusive, two-way, AFS Connect portal to Pro 700 messaging, the expert operator provides input to the other operators while monitoring their machine data via the clear, familiar, AFS Connect dashboard on a web browser.

✓ REAL WORLD RESULTS:

The performance of all three machines approaches an optimum level as the experience and skills of the operator/coach are transmitted to the novice drivers. The producer sees a better return on his equipment investment because the key operator can stay fully productive while making an important training contribution.



A screenshot of the CASE IH AFS Connect Utility >> Messaging interface. The top navigation bar includes links for FLEET, REPORTS, UTILITY, ADMINISTRATION, and a user profile for EMILYTREU. Below the navigation is a message box with the following content:

Messaging
Compose your message and select a reply among OK/YES or LATER/NO. Then press send message.

Bin is full, send all trucks to farm 3.

Ok Yes
Later No

At the bottom left is a trash icon.

QUESTIONS TO ASK BEFORE YOU BUY

Can I exchange data with other systems? Can I change brands and keep my data?

As a founding member of OADA*, Case IH adheres to the organization's standards of data security, privacy and interoperability for the entire agriculture industry. These standards make it easy to analyze and share mixed-fleet data and to keep your fleet and maintenance management system up to date and interconnected as your fleet changes. Not every equipment manufacturer or precision farming technology supplier is an OADA member; ask before you make a telematics technology investment decision.

How long can data remain on the AFS Connect server?

Data is saved in the AFS Connect cloud for 18 months. If desired, longer-term archival storage can be performed on the producer's local drive.

What happens to my data when I sell my equipment?

Your information belongs to you, not the machine. Your data stays with you and your modem.

Will Case IH sell my data?

No. We will only share agronomic data with third parties in order to provide the services to which YOU subscribe.

Who can see my data on my farm, at my dealership and at Case IH?

Some permissions are predefined by the system, but most are determined by the producer. Generally, access is restricted to what is needed to support a farmer. When you set up your system, you can assign different types of user profiles based on your preferences: Customer Manager (owner), Customer Operator, Support/Hotline.

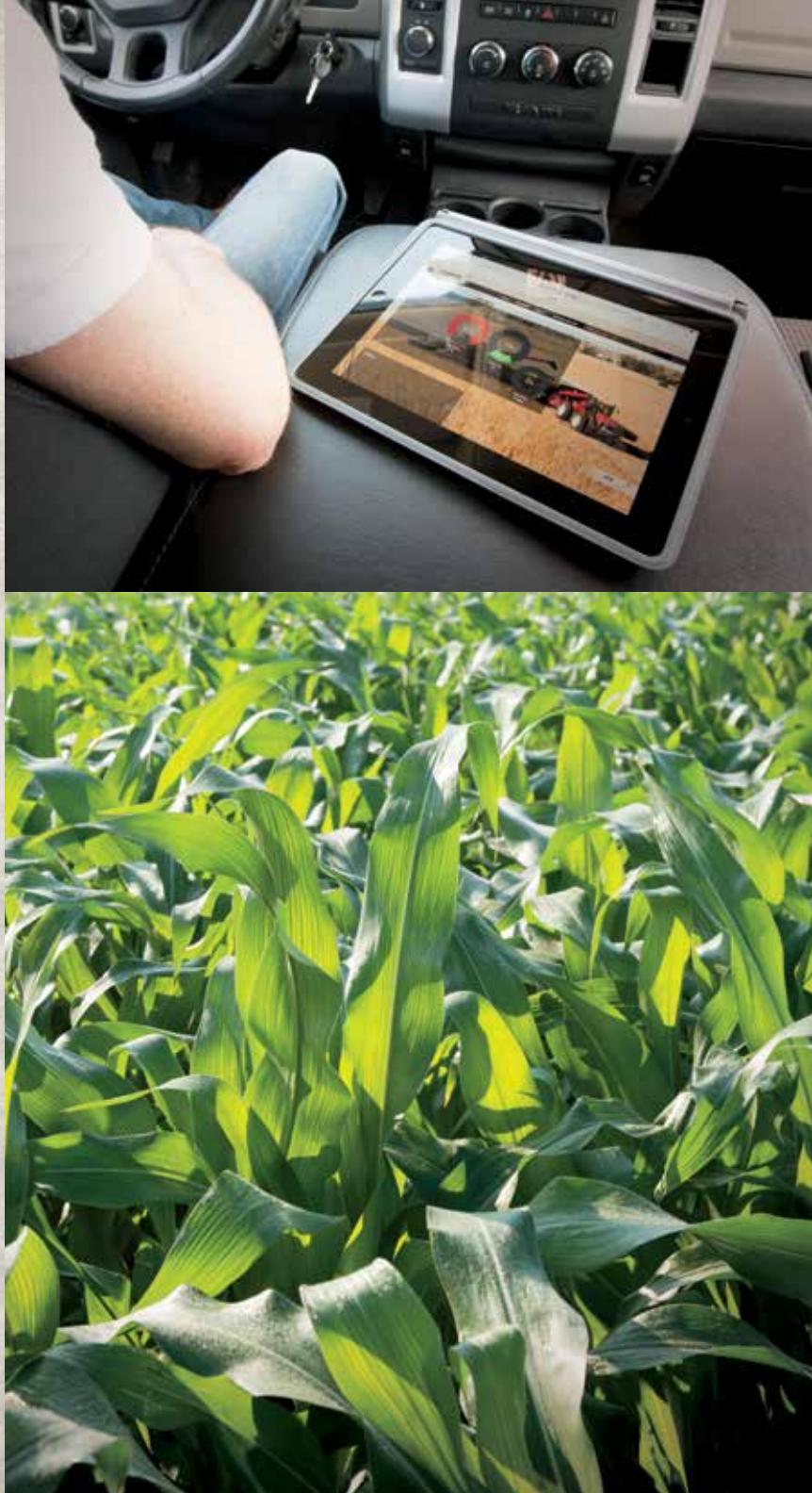
How does Case IH use my data?

Only select machine data is collectively analyzed to drive quality improvements. No one at Case IH or your dealership has access to your agronomic data – unless you choose to share it.

If I opt not to share my agronomic data with Case IH, will I still be able to see and use my own data in your telematics system?

Yes.

*Open Ag Data Alliance (OADA) is an organization designed to bring security and privacy to agricultural data.





AFS CONNECT FEATURES

- **Fleet Management**, including vehicle mapping, historic breadcrumbing
- **Machine Monitoring**, including geofence/curfew settings, motion detection for the last five days after last key-off
- **Maintenance**, including maintenance-due alerts
- **Machine Status**, including reporting of key on/off, idle time, workload, traveling, engine hours, moving, working and moving, moving and unloading, unloading and working, unloading and moving, unloading and moving, unloading
- **Dashboard Graphic Interface** of key vehicle parameters on supported platforms, such as engine speed and oil temperature, coolant temperature and level, hydraulic oil temperature and pressure, fuel level, DEF level, battery voltage
- **CAN Viewer** lets you watch machine parameters remotely in real time.
- **2-Way Messaging** from the web portal to the vehicle, with a predefined set of potential operator responses
- **Graphic Reports** showing area worked, yield average, flow average, moisture average, weight, fuel level
- **One-Minute Update Rate**, or when status change occurs
- **Live Time** provides 30 minutes on the dashboard and 30 additional minutes through the CAN Viewer which gives you a deeper dive into machine performance data—per modem, per day, not pooled in any way
- **Cellular Network Coverage**, Available on GSM networks (AT&T, T-Mobile) only. GSM network coverage varies in rural markets across the United States. CDMA (Verizon, US Cellular) coverage requires a modem upgrade

AFS CONNECT FULLY SUPPORTED PLATFORMS*:

- Puma® 150–240 (T4B)
- Magnum™ 180–380 (T4B),
Magnum 235–370 (T4A),
- Steiger® 370–500 Rowtrac™ (T4B),
Steiger 350–450 Rowtrac (T4A)
- Steiger 370–620 Wheeled (T4B),
Steiger 350–600 Wheeled (T4A)
- Steiger 370–620 Quadtrac (T4B),
Steiger 450–600 Quadtrac (T4A)
- Axial-Flow® 5140, 6140, 7140 (T4B),
Axial-Flow 7230, 8230, 9230 (T4A),
- 8800 Sugar Cane Harvester (T3)

* AFS Connect can be installed in any powered vehicle, but can only read non-proprietary messages in equipment not included in the list above.







YOUR DATA. UNDER YOUR CONTROL.

Some telematics solutions require producers to share data collected on their farm, or they offer an “opt out” clause buried in the fine print. The Case IH Terms of Use are fully transparent. “You are the owner of the agronomic data generated from the assets. CNH Industrial will only share agronomic data with third parties in order to provide the services YOU subscribe to.”

Case IH puts producers in control of their data. AFS Connect has built-in administrative levels to define who gets access to what data. Even when producers choose to share machine data for maintenance and troubleshooting, sensitive data such as yield numbers remain private. And no customer data is ever sold to third-parties.

OPEN AG DATA ALLIANCE (OADA)

Case IH is a founding member of the Open Ag Data Alliance (OADA). The guiding principle of OADA is that each farmer owns data generated or entered by the farmer, their employees or by machines performing activities on their farm. Interoperability through a common, secure Application Program Interface (API) gives farmers complete freedom to choose best-in-class products from the precision ag or data analysis vendors of their choice. Producers will enjoy confidence in their data security and privacy and have the freedom that comes with open architecture solutions.



SAFETY NEVER HURTS!™ Always read the Operator's Manual before operating any equipment. Inspect equipment before using it, and be sure it is operating properly. Follow the product safety signs, and use any safety features provided. CNH Industrial America LLC reserves the right to make improvements in design and changes in specifications at any time without notice and without incurring any obligation to install them on units previously sold. Specifications, descriptions and illustrative material herein are as accurate as known at time of publication, but are subject to change without notice. Availability of some models and equipment builds varies according to the country in which the equipment is used.

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