

## J.I. Case Company booklet

### Section 2, Pages 31 - 42

This historical summary booklet from 1986 presents a brief history of J.I. Case Company, manufacturer of agricultural power equipment. History timeline runs from 1842 to 1986 detailing how the company established themselves as a driving force in the progressive development of farm equipment. This publication funded by the National Historical Publications and Records Commission through the Kansas State Historical Records Advisory Board.

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30

The Construction Equipment Division introduces a new, fuel-efficient Case 580 Super E loader/backhoe model, which is unveiled in the new CE colors, Power Tan and Power Brown.



The Super E incorporates the newly designed Case four-cylinder diesel engine produced at the recently operational Rocky Mount, North Carolina, manufacturing facility.

David Brown Tractors is renamed Case Tractors and integrated into the Agricultural Equipment Group.

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.

New products include:

#### Agricultural Equipment

- New 94 series of advanced, general-purpose tractors, including models 1194, 1294, 1394, 1494 and 1594 with manufacturer's rated PTO horsepower between 43-85 HP
- New 94 series of high-horsepower two-wheel-drive tractors, including models 2094, 2294, 2394 and 2594 with manufacturer's rated PTO horsepower between 110-180 HP
- New 94 series Case 3294 constant traction row-crop tractor, with 162 PTO HP (manufacturer's rating) having the tractive efficiency of a four-wheel drive tractor

#### Construction Equipment

- 580 Super E loader/backhoe
- W11B wheel loader
- 1835B and 1845B Uni-Loader® models
- 1085 and 1285 Cruz-Air® rubber-tired excavators
- 1280 crawler excavator
- 1150D crawler dozer
- 1155D crawler loader
- DH4B trencher
- 752 and 1102 vibratory rollers

**1984** Industry wide, Case continues to gain market share, as it has done every year since 1973. By year end, Case overall market share (agricultural and construction equipment products) reaches the company's best level yet. Construction equipment sales are up almost 40 percent from depressed levels, while agricultural product sales show a continued decline, reflecting weak industry demand.

## J.I. Case Company booklet

31

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.



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. Each of the tractive-efficient 94 series models features newly engineered designs to help increase operational efficiency, productivity and sensitivity to actual field operations.

For the second consecutive year, the Case North American Excavator Rodeo Championship draws skilled North American construction equipment operators to Phoenix, Arizona, for a grand championship series of competitive, timed events that require adept control and maneuvering of Case excavators.

New products include:

### Agricultural Equipment

- New 94 series high-technology four-wheel-drive tractors, including Models 4494, 4694, 4894 and 4994 with manufacturer's rated gross engine horsepower between 210-400 HP

### Construction Equipment

- W24C loader
- 450C dozer
- 455C loader
- 1086 Cruz-Air® logger
- W30 loader
- 1080 excavator
- 1187 feller-buncher
- 880D excavator
- 1280B excavator
- 1102DA roller



32

**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.

Announced in November 1984, the acquisition is approved by the U.S. Justice Department in early 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.



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.

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.

New Case IH dealers carry two- and four-wheel-drive agricultural tractors up to 400 gross engine horsepower. Over-95-horsepower units are of the Case design and feature the Case Intelligence Center, the industry's most comprehensive electronic monitoring system. Under-95-horsepower models include both Case and former International Harvester designs. Case IH dealers also carry a full line of crop planting, tillage and harvesting equipment.

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

## J.I. Case Company booklet

33

France, Germany and Denmark. In North America, six new Service Parts Supply depots are added, including four former International Harvester depots. Depot expansions more than double SPS capacity for service parts distribution.

New products include:

### Agricultural Equipment

- Model 3394 and 3594 constant traction, mechanical front-wheel-drive tractors (rated at 162 and 182 PTO horsepower, respectively). The new agricultural tractors feature 12- or 24-speed power-shift transmissions and full electronic instrument packages.
- Model 1394 four-wheel-drive special tractor
- Series 1600 combines represent the second generation of Axial-Flow design. The four new models offer higher horsepower, increased elevator capacity and a new feeder and header reverser.
- Series 1000 grain and corn heads designed specifically for the Axial-Flow combines provide increased capacity and cutting speeds to match the larger combines.
- Model 5600 chisel plow
- Model 475 disk harrow

### Construction Equipment

- The Burlington, Iowa, plant celebrates the production of its 175,000th loader/backhoe, giving further support to its claim as the "Loader/backhoe capital of the world."
- 680K loader/backhoe with new Case high-tech diesel engine
- 850D crawler dozer and 855D crawler loader, featuring the new Case high-tech diesel engine
- 252 vibratory roller
- 380B general purpose tractor
- AT40 reversible plate
- 780C loader/backhoe with Case high-tech diesel engine
- 1845C Uni-Loader® with Case high-tech diesel engine

## 1986

Case IH continues to consolidate the International Harvester agricultural operations with the purchase of selected assets from International Harvester Australia Ltd. (IHAI), including International Harvester Credit Corp. The Australian distribution organization, consolidated into a single Case IH system, creates Australia's largest agricultural/construction equipment network.



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.

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.

Case IH announces plant consolidation to reduce its North American manufacturing space by 25 percent. Plans are made to close manufacturing facilities in Terre Haute, Indiana, and Bettendorf, Iowa, in 1987; and Rock Island, Illinois, in 1988.

Production at the affected locations starts the shift to other company plants in Burlington, Iowa; East Moline, Illinois; Racine and Wausau, Wisconsin; and Wichita, Kansas.

Three new excavators, called the Delta Series, are introduced. The 125B, 170B and 220B feature responsive variable-flow hydraulics with extra power available upon demand for extra-tough digging. A maintenance-free undercarriage and exceptional fuel economy are other Delta Series highlights.

The all-new Model 760 trencher brings new strength to heavy-duty trenching. It features a four-wheel selective steering system to operate front and rear wheels independently or together for tight turns and superior control. A sealed trencher drive needs no daily maintenance for more on-the-job reliable power.

New products include:

### **Agricultural Equipment**

- Models 1822/1844 cotton pickers
- 85 series tractors
- Model 2255 loader
- 900 series planters
- Model 5200 mounted grain drill
- Model 8500 air drill
- 200 series tractors
- Model 5420 rectangular baler
- Models 6000/6500 windrowers
- Models 3440/3640 round balers
- Model 16 bale thrower
- Disk-type mower
- Model 1682 pull-type combine

## J.I. Case Company booklet

35

### Construction Equipment

- 1085B Cruz-Air® featuring the new Case high-tech diesel engine
- 125B Case excavator
- 170B Case excavator
- 220B Case excavator
- 1187B Feller-buncher®
- AV600 plate compactor
- AV900 plate compactor
- 1150E crawler dozer/1155E crawler loader
- 602D/602PD vibratory roller
- W14B wheel loader with new Case high-tech diesel engine
- W14B Feedlot Special
- 480E loader/backhoe with new Case high-tech diesel engine
- 480ELL loader/landscaper with new Case high-tech diesel engine
- 584/5/6 Series E forklifts with new Case high-tech diesel engine
- 760 trencher with new Case high-tech diesel engine
- 360 trencher
- Maxi-Sneaker® Series B cable layer
- 1080B excavator
- 380B loader/landscaper
- 1086B Cruz-Air® logger
- AV1300 plate compactor

### The Case Product Family



#### Tractors

Two- and four-wheel-drive models deliver from 18 to 400 gross engine horsepower. High-horsepower models available with the (Case International) Intelligence Center, the most comprehensive electronic monitoring system in the industry.



36



### Tillage Equipment

A large range of implements is available, including moldboards, chisel plows, disk harrows, field cultivators and more, all designed for maximum yields.



### Crop Production Equipment

The fastest, most accurate and most reliable planting equipment available, Early Riser planters are available in 4 to 16-row models, plus a special corn/soybean model.



### Hay and Forage Equipment

A full line of mowers, rakes, windrowers, balers and forage harvesters is available for jobs of all sizes.



### Harvesting Equipment

Four basic models of self-propelled combines plus three rice models, the world's most productive hillside combine and one of the largest pull-type combines available, offer solutions to most any harvesting need. Two- and four-row cotton pickers operate at transport speeds 20 percent faster than other pickers and feature a power metered unloading system that gives operators total control over the unloading procedure.

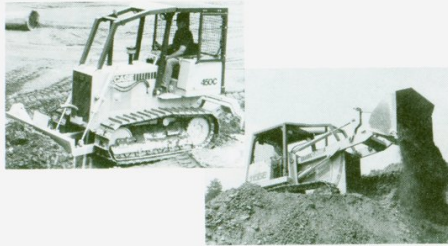


37



### Materials Handling Equipment

An extensive selection of specialized equipment is available to handle dozens of chores where mechanical power is needed for loading, scraping, spreading, mixing, blowing, shredding or hauling.



### Crawlers

Case offers power and fuel efficiency in a large lineup of high-production dozers and loaders from 63 to 140 net horsepower. Special features include on-the-go blade adjustment and two-track power turn.



### Excavators

Case offers a broad line of high-production rubber-tired and crawler units for construction, utility and mining applications.



### Wheel Loaders

Featuring in-line loader linkage plus up-front operator location, the Case articulated line includes models from 37 net horsepower with 0.5 cubic-yard bucket to 194 net horsepower with 4 cubic-yard bucket.

38



### Loader/backhoes

Case pioneered the loader/backhoe and remains the market leader with a broad line of models from 47 to 114 net horsepower.



### Vibratory Rollers and Compaction Equipment

Case helped pioneer compaction equipment and continues to improve the technology with tandem and self-propelled models from 29 to 119 net horsepower.



### Skid-Steer Loaders

Featuring power-in-hand command control, Case Uni-loader® skid-steer loaders are available with lift capacities of from 700 to 1700 pounds.



### Forklifts

All Case forklifts are rough-terrain models, offering a choice of from 4,000- to 6,000-pound lift capacity.

39



### Trenchers, Cable Layers

Case offers a full line of trenchers and cable layers available on rubber tires or tracks.

## Case Plant Locations

### North American Plants

#### Illinois

East Moline

Products: Combines, Corn Heads, Cotton Pickers and Planters

Rock Island

Products: Hydraulic Cylinders, Valves, Engines and Transmission Components

#### Indiana

Terre Haute

Products: Wheel Loaders

#### Iowa

Bettendorf

Products: Crawlers and Cabs

Burlington

Products: Loader/backhoes, Loader/landscapers, Forklifts and Skid-Steer Loaders

#### Kansas

Wichita

Products: Trenchers, Cable Layers

#### Oklahoma

Pryor

Foundry: Gray and Ductile Iron Castings

#### Ontario

Hamilton, Ontario, Canada

Products: Tillage and Planting Equipment

#### North Carolina

Rocky Mount

Products: Diesel Engines

#### North Dakota

Fargo

Products: Four-Wheel-Drive Ag Tractors



## J.I. Case Company booklet

40

### Wisconsin

#### Racine

Products: Ag Tractors, Engines, Transmissions, Axles and Castings

#### Wausau

Products: Excavators

### Overseas Plants

#### Australia

##### St. Marys

Products: Loader/backhoes, Ag Tractors

#### Brazil

##### Sorocaba

Products: Loader/backhoes, Wheel Loaders and Excavators

#### England

##### Doncaster/Carr Hill

Products: Ag and Industrial Tractors, Transmissions & Components

##### Meltham/Leigh

Products: Under-100-HP Ag Tractors, Cabs

##### Redruth

Products: Skid-Steer Loaders

#### France

##### Croix

Products: Cabs

##### Le Plessis-Belleville

Products: Poclain Excavators

##### St. Dizier

Products: Tractors and Transmissions

##### Vierzon

Products: Loader/backhoes

#### Spain

##### Zaragoza

Products: Wheel Loaders

#### West Germany

##### Düsseldorf

Products: Vibratory Rollers and Compaction Equipment

##### Neuss

Products: Tractors and Engines

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