



RETAIL CAMPAIGN QUICK REFERENCE GUIDE

2025 RETAIL CAMPAIGN 1

THE QUICK REFERENCE GUIDE FOR OPT-IN DEALERS

The Retail Campaign Quick Reference Guide is your go-to resource for all the retail offers and special financing that will drive sales and profits in your dealership. Here you'll quickly find all the information you need to help customers save on select maintenance solutions, precision farming products, select Reman parts – and more! You can also check the CNH Parts & Service 2025 Retail Campaign Strategy Guide for information on how to submit a rebate through ACB.

CAMPAIGN RESOURCES

Visit the **Retail Campaign Hub** on the **Dealer Portal** for more resources on how to implement various assets in your marketing efforts, including:

- Customizable DAM/MRC assets
- Social media posts available on Amplify
- Flyers that promote offers, including a dedicated precision solutions flyer
- And more!



OFFERS AT-A-GLANCE		DC#	JAN	FEB	MAR	APR	REIMBURSEMENT PROCESS	CSPS	AVAILABLE ONLINE	ADDITIONAL NOTES
Maintenance	5% back in the form of a statement credit when you cumulatively spend \$1,000 or more during the offer period on qualifying OEM lubricants using your Productivity Plus SM Account	DC24-543	✓	✓	✓	✓	–	–	✗	–
	15% OFF OEM and Fleetguard [®] filters, max rebate of 1,000 per customer	DC24-544	✗	✓	✓	✓	ACB*	CIHFILTERC1	✓	–
	Up to 2 hours free labor towards each qualifying equipment inspection	DC24-545	✓	✓	✓	✓	Submit through eWarranty	–	✗	Select models only, see the dealer portal for a full list.
Precision	Up to 50% OFF precision farming products with trade-in	DC24-550	✓	✓	✓	✓	See Trade-In Dealer Portal posting	PFTRADE	✗	–
	Up to 35% OFF electric guidance bundles	DC24-551	✓	✓	✓	✓	ACB*	CIHELECTRICC1 RAVENELECTRICC1	✗	–
	Up to 25% OFF hydraulic guidance bundles	DC24-552	✓	✓	✓	✓	ACB*	CIHHYDRAULICC1 RAVENHYDRAULIC500SC1 RAVENHYDRAULICRS1C1	✗	–
	10% OFF EZ-Pilot [®] Pro Kits for Pro 700 displays	DC24-553	✓	✓	✓	✓	ACB*	CIHEZPPC1	✗	–
	Up to \$2,000 OFF connectivity bundles	DC24-554	✓	✓	✓	✓	ACB*	CIHCONNECTIVITYC1	✗	–
	Up to \$2,000 OFF receiver upgrade to high accuracy and RTK+ subscription bundle	DC24-555	✓	✓	✓	✓	ACB*	CIHRTKC1	✗	–
	3.99% special financing for 36 months on qualifying purchases of \$6,000 or more related to aftermarket precision farming products	DC24-549	✓	✓	✓	✓	–	–	✗	–
Reman	\$10 OFF select Reman fuel injectors	DC24-564	✓	✓	✓	✓	ACB*	CIHREMANFUELC1	✓	–
	10% OFF select Reman clutches and clutch kits	DC24-565	✓	✓	✓	✓	ACB*	CIHREMANCLUTCHC1	✓	–
Hay & Forage	10% OFF select Case IH baler parts with a minimum purchase of \$500	DC24-546	✓	✓	✓	✓	ACB*	CIHBALERC1	✓	–
	\$10 OFF every Nature's Net Wrap compostable roll for up to 4 rolls	DC24-547	✓	✓	✓	✓	ACB*	CIHWRAPC1	✓	–
	\$3 OFF select cutting guards with a minimum purchase of 5 required	DC24-548	✓	✓	✓	✓	ACB*	CIHCUTTINGC1	✓	–
Crop Production	\$5 OFF every Case IH opener	DC24-556	✓	✓	✓	✓	ACB*	CIHOPENERC1	✓	–
	\$2 OFF every Case IH Earth Metal [®] sweep	DC24-557	✓	✓	✓	✓	ACB*	CIHSWEEPSC1	✓	–
	10% OFF Case IH planter parts with a qualifying planter or Precision Planting MeterMax inspection	DC24-558	✓	✓	✓	✓	ACB*	CIHPLANTERC1	✗	–
Construction	Up to \$100 OFF any combination of OEM and FLEETPRO [™] bucket teeth and cutting edges	DC24-561	✓	✓	✓	✓	ACB*	–	✓	Offer excludes SmartFit [™] Bucket Teeth.
	Up to \$325 OFF undercarriage parts with a qualifying purchase of construction rubber tracks	DC24-562	✓	✓	✓	✓	ACB*	CIHTRACKSC1	✗	–
	Up to \$2,000 OFF undercarriage parts for steel tracked construction machines	DC24-560	✓	✓	✓	✓	ACB*	CIHUNDERC1	✓	Offer is not eligible on rubber tracked machines.
	10% OFF OEM construction attachments	DC24-559	✓	✓	✓	✓	ACB*	CIHATTACHC1	✓	Government bid, rental company purchases and Arctic [®] Sectional Sno-Pushers [™] are not eligible.
Productivity Plus	New customers receive a \$100 statement credit on all approved applications, following \$500 in purchases on their new Productivity Plus Account	DC24-480	✓	✓	✓	✓	–	–	✗	–
	No interest & no payments for 90 days or more on qualifying purchases of \$1,000 or more of Case IH parts, when financed with a Productivity Plus Account	DC24-566	✓	✓	✓	✓	–	–	✗	–
eCommerce	Free Standard Shipping on online orders of \$200 or more on MyCNHStore.com	DC24-573	✓	✓	✓	✓	–	–	✓	Opt-in dealers are not automatically enrolled in this offer. To participate, reach out to the eCommerce team at eCommerceSupport@cnh.com.

*All Case IH ACB rebates can be processed at <https://www.acbincentives.com/caseihrebates/login.asp>

ADDITIONAL MARKETING MATERIALS

Additional dealer resources and marketing materials, including customizable assets are available on the Marketing Resource Central (MRC) and Parts & Service DAM.

To access the MRC, go to **Dealer Portal / Discover / Tools and Applications / Marketing Resource Central (MRC)**. Once on the site, click on **Parts & Service / Special Promotions & Clinic Kits / Retail Campaign**.

To access the DAM, go to **Dealer Portal / Discover / Tools and Applications / Parts & Service Digital Asset Manager (DAM)**. Once on the site, click on **Parts & Service Retail Campaign**.

DRIVE CUSTOMERS TO YOUR MYCNH STORE

Make it easy for customers to buy directly from your dealership by creating MyCNH Store website URLs. You can use these URLs to easily direct customers to the Retail Campaign landing page on MyCNH Store with your dealership pre-selected so customers can shop your dealership inventory right away.

First, you will need to know your six-digit SAP location code. Next, simply add this snippet to the end of the URL used in your digital ad: **?dealerCode=123456**. (Your SAP location code replaces 123456.)

A final URL would look something like this: <https://www.mycnhstore.com/us/en/caseih/eventcih?dealerCode=123456>

See all URLs on the back page of this guide. Make sure to place each URL in your browser to test before using it in digital marketing ads.

CAMPAIGN URLS

All the details and legal language for the Parts & Service Retail Campaign are hosted on the Campaign landing pages and Product Category pages. Below are the unique URLs for these pages.

EVERGREEN CAMPAIGN URLS	
General	USA: https://www.mycnhstore.com/us/en/caseih/eventcih CAN: https://www.mycnhstore.com/ca/en/caseih/eventcih VANITY: www.mycnhstore.com/event
Precision	USA: https://www.mycnhstore.com/us/en/caseih/precision-offers-caseih CAN: https://www.mycnhstore.com/ca/en/caseih/precision-offers-caseih VANITY: www.mycnhstore.com/caseihprecision
Parts Perks	USA: https://www.mycnhstore.com/us/en/caseih/parts-perks-caseih CAN: https://www.mycnhstore.com/ca/en/caseih/parts-perks-caseih
Email Sign Up	USA: https://www.mycnhstore.com/us/en/caseih/emailsignupcih CAN: https://www.mycnhstore.com/ca/en/caseih/emailsignupcih

REMINDER!

MyCNHiStore.com has been updated to MyCNHStore.com

Be sure to update the URL anywhere your dealership uses it.

OFFERS AT-A-GLANCE	CAMPAIGN URLS
5% back in the form of a statement credit when you cumulatively spend \$1,000 or more during the offer period on qualifying OEM lubricants using your Productivity Plus SM Account	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1LUBE25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1LUBE25
15% OFF OEM and Fleetguard [®] filters	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1FILTER25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1FILTER25
3.99% special financing for 36 months on qualifying purchases of \$6,000 or more related to aftermarket precision farming products	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1PRECFIN25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1PRECFIN25
Up to 50% OFF precision farming products with trade-in	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1PRECTRADE25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1PRECTRADE25
Up to 35% OFF electric guidance bundles	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1PRECELECTKIT25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1PRECELECTKIT25
Up to 25% OFF hydraulic guidance bundles	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1PRECHYDKIT25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1PRECHYDKIT25
10% OFF EZ-Pilot [®] Pro Kits for Pro 700 displays	USA: https://www.mycnhstore.com/us/en/caseih/cn/kit/p/51531779 CAN: https://www.mycnhstore.com/ca/en/caseih/cn/kit/p/51531779
Up to \$2,000 OFF connectivity bundles	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1PRECBUNDLE25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1PRECBUNDLE25
Up to \$2,000 OFF receiver upgrade to high accuracy and RTK+ subscription bundle	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1PRECUNLOCK25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1PRECUNLOCK25
\$10 OFF select Reman fuel injectors	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1REFUEL25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1REFUEL25
10% OFF select Reman clutches and clutch kits	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1RECLUTCH25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1RECLUTCH25
10% OFF select Case IH baler parts with a minimum purchase of \$500	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1BALER25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1BALER25
\$10 OFF every Nature's Net Wrap compostable roll for up to 4 rolls	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1WRAP25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1WRAP25
\$3 OFF select cutting guards with a minimum purchase of 5 required	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1CUTTINGGUARD25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1CUTTINGGUARD25
\$5 OFF every Case IH opener	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1OPENER25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1OPENER25
\$2 OFF every Case IH Earth Metal [®] sweep	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1SWEEP25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1SWEEP25
10% OFF Case IH planter parts with a qualifying planter or Precision Planting MeterMax inspection	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1PLANTER25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1PLANTER25
Up to \$100 OFF any combination of OEM and FLEETPRO bucket teeth and cutting edges	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1FPTEETH25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1FPTEETH25
Up to \$325 OFF undercarriage parts with a qualifying purchase of construction rubber tracks	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1UNDERTRACK25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1UNDERTRACK25
Up to \$2,000 OFF undercarriage parts for steel tracked construction machines	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1STEELUNDERCARRIAGE25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1STEELUNDERCARRIAGE25
10% OFF OEM construction attachments	USA: https://www.mycnhstore.com/us/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1ATTACHMENT25 CAN: https://www.mycnhstore.com/ca/en/caseih/search/?sort=stockLevel-asc&byModel=all&text=C1ATTACHMENT25



PM-24215 01/2025 Replaces: None

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