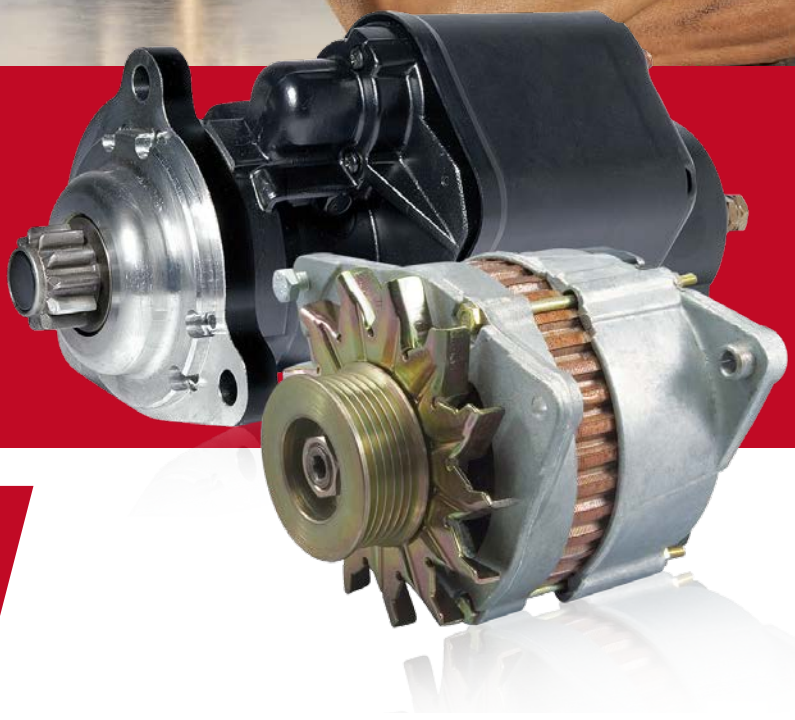


# ZOOM



## GENUINE STARTERS AND ALTERNATORS

GET SET



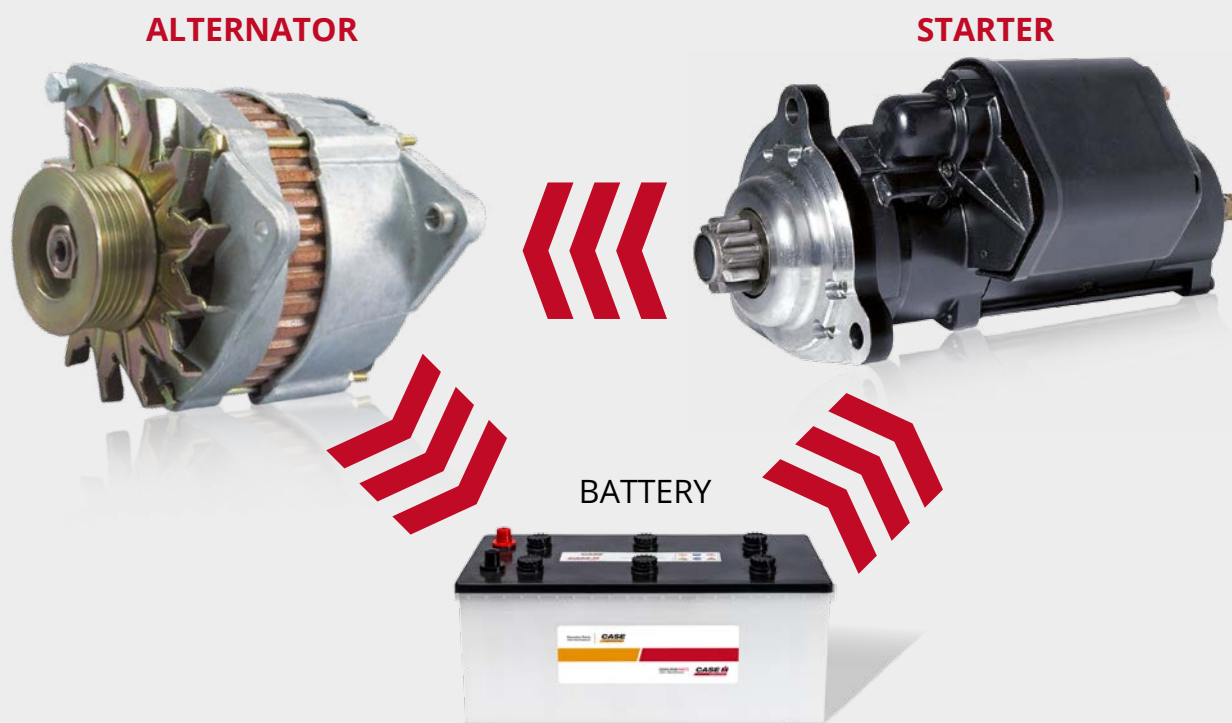
CASE IH MAKES THE DIFFERENCE.  
LET'S SEE HOW.

**GENUINEPARTS**  
HIGH PERFORMANCE

**CASE IH**

# The key role of the charging circuit.

The Genuine Parts STARTERS and ALTERNATORS together with batteries are top-quality spare parts for a sure start in every weather condition. They are manufactured with the greatest care, meeting the strictest standards and quality control demands. These units are inter-dependant and combined, and are designed to work together to guarantee top performance of your tractor and harvesting equipment. This is the main reason why we recommend that you only use Genuine Parts.



## ALTERNATOR

**An alternator is used to charge the battery and to power the electrical system when the engine is running.**

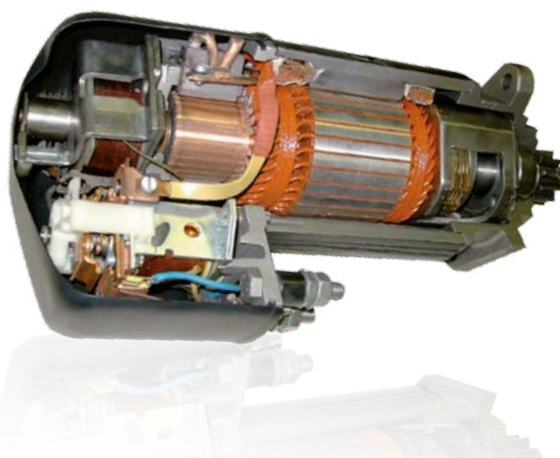
The main components of the alternator are: the stator, rotor, diode and a voltage regulator. When the alternator belt or V-belt spins the pulley on the alternator, the rotor inside the alternator spins fast. The rotor is basically a magnet or group of magnets that spin, with all that speed, inside a nest of copper wires (stator). The next step in the chain is a diode module that changes the electricity from AC to DC current that your battery can use. There is a final step in the chain, the voltage regulator.



## STARTER

**A starter is an electric motor that turns over or "cranks" the engine to start it.**

The starter is powered by the battery. To turn over the engine the starter motor requires a very high electric current, which means the battery has to have sufficient power. When the ignition key turns to the START position, the battery voltage goes through the starter control circuit and activates the starter solenoid, which in turn energizes the starter motor. At the same time, the starter solenoid pushes the pignon forward to mesh it with the engine flywheel (flex plate in an automatic transmission). The flywheel is attached to the engine crankshaft. The starter motor spins, turning over the engine crankshaft allowing the engine to start.

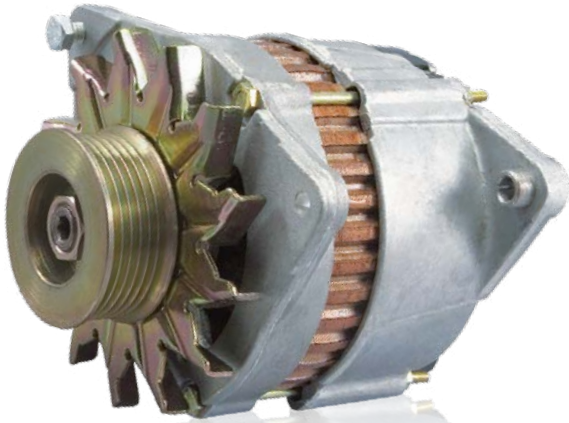




# Why choose Genuine CASE IH starters and alternators?

There are many reasons why we recommend that you only choose Genuine Parts. CASE IH starters and alternators are the best choice for your machine and your work.

## ALTERNATOR



### HIGH POWER

- New Generation able to supply high electrical demand
- Optimal charging speed at all temperatures

### MAINTENANCE FREE

- Superior design to ensure long lifespan with zero maintenance

### SUPERIOR QUALITY

- Reinforced bearings for a better stability of belt tension
- High dense copper factor = improved magnetic circuit = improved electrical layout
- Stable Electrical power = increased battery life
- Resistant against high ambient temperature
- Noise-optimised

## STARTER



### SPECIAL LONG LIFE FEATURES

- Maximum life time thanks to high level components
- High temperature resistant rubber
- Carbons brushes
- Weight reduced

### MAXIMUM PROTECTION AGAINST ENVIRONMENT CONDITIONS

- Specific o'rings provides protection against the ingress of dust, water, oil fuel

### OVERLOAD PROTECTION

- Plastic brush cages provides better short circuit protection

### MAXIMUM EFFICIENCY EVEN IN SEVERE CONDITIONS

- High durability against vibrations

## Did you know?

During the winter, a worn alternator can generate some troubles when the electrical components of the machine are used: from the enlightenment through to the complication of an engine start.

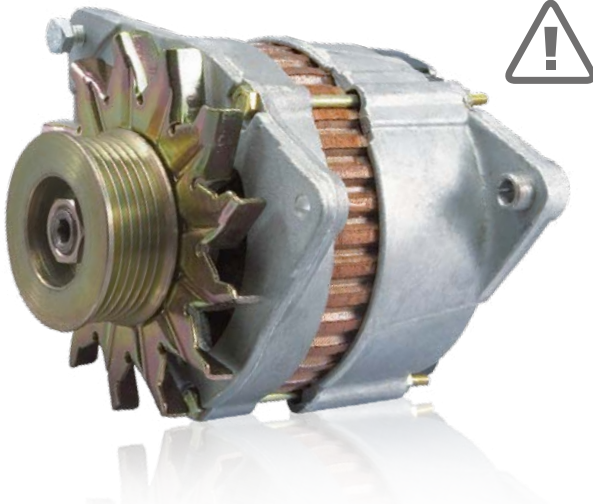


# Recommendations for use

## RISKS ASSOCIATED WITH CHOOSING NON-GENUINE.

By not choosing Genuine parts you take the big risk of damaging your machine which might cost you a lot to repair; working incorrectly these three spare parts can badly influence other components of your machine leading to their failure too.

### ALTERNATOR



UNDERCHARGED BATTERIES CAN SUFFER FROM A DEFINITIVE LOSS OF PERFORMANCE

RAPID WEAR OF THE UNIT RESULTING IN BATTERY POWER LOSS

POOR POWER SUPPLY OF ELECTRICAL EQUIPMENT

### STARTER



DIFFICULTIES WITH STARTING THE ENGINE

RAPID WEAR OF THE UNIT

INTERFERENCE WITH ELECTRONIC UNITS

SERIOUS DETERIORATION OF VOLTAGE PEAKS

INCREASED POLLUTION OF THE ENVIRONMENT



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