

## Car-Fest kids are on the Case!

Turin 30 September 2015

Case Construction Equipment dealer pioneers the hands-on approach at Car-Fest.

Thousands of children had a first chance to get up close and personal with Case Construction Equipment machines during the August Bank Holiday weekend's Car-Fest South.

The event is held annually at Laverstoke Park Farm in Hampshire which is owned by ex-Formula 1 racing driver Jody Scheckter who is a Case customer himself, using two machines – the 821F series wheel loader and CX240B excavator – on the farm's bio-dynamic operations. A purpose-built seven-acre compost site shreds green waste and turns it into PAS 100-standard compost at the rate of 30,000 tonnes a year.

Jodie's Case machines were supplied by Winchester-based dealer BPMS Ltd who also provided a total of seven Case machines, the CX18B, CX26B and CX35 mini-excavators plus a CX80 midi-excavator, a 13-tonne CX130 excavator, 821F wheel loader and a SR160 skid-steer loader, for a Car-Fest South first - a Mega Land display of big vehicles such as vintage tractors, fire engines, combine harvester and Tractor Ted.

Originally the machines were just supposed to be static displays but BPMS Ltd, who had 10 staff there over the three days, suggested using the smaller Case models for children to have a go on ... and it was a resounding success.

BPMS disconnected the slew and tracks on a mini-excavator and sat it on a pile of materials so that children, assisted by BPMS engineers, could sit in it and have a go at digging. Other activities involved putting a weight at the end of a string and dropping it into a series of pipes.

"Mega Land went down a storm, with Case being, by far, the predominant part," said Claire Smith, commercial director for BPMS: "Both the parents and the children loved it and we had a lot of great comments about the machines and our people. We also had some strong enquiries from parents who run machines and are now very interested in Case."

BPMS also gave away numerous prizes, including a badge to every child who had a drive on the machines which said "I've been on the Case at Megaland" which the children were so pleased with Case hi-viz Case jackets, were also given away, and could be clearly spotted throughout the show,



PRESS RELEASE

encouraging more children to have a go on the Case machines which was filmed by the BBC for Children In Need. Last year the event raised £1.5million for the cause.

Claire added: "It was hard work but so much fun and we couldn't have asked for a better response."

*CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 loader/backhoes, excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders and rough-terrain forklifts. Through CASE dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at [www.CASEce.com](http://www.CASEce.com).*

*CASE Construction Equipment is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at [www.cnhindustrial.com](http://www.cnhindustrial.com).*

**For more information contact:**

Lynn Campbell (TLC PR for ALARCON & HARRIS)

Tel: +44 (0) 1704 566354

Email: [lynn@tlcpr.co.uk](mailto:lynn@tlcpr.co.uk)