

Case appoints Coates Plant Sales to its expanding dealer network

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Case Construction Equipment is pleased to announce a further expansion of its dealer network in the UK with the appointment of Robert Coates Plant Sales, who will cover Cheshire and Denbighshire.

Based in Talke, near Newcastle-under-Lyme, Coates will offer the full range of Case machines from mini to heavy-line. This sales offer will be backed by a dedicated support and maintenance service.

This latest announcement comes hard on the heels of expansion in the Midlands and underlines Case's commitment to offer its customers excellent sales and support from its dealer network throughout the UK and Eire.

Coates Plant Sales is a family-run company selling a wide range of new and used plant and commercial vehicles worldwide. At its inception, the company dealt solely in machine dismantling before expanding into sales of used equipment in the late 90s in response to demand from its customer base. To further expand its offer the company felt the time was now right to move into sales of new plant machines.

Richard Parry, sales manager for Coates explains why they wanted to work with Case: "Case machines have an excellent reputation and we wanted to work with a global manufacturer that could offer our customers the complete package – an extensive range of class-leading machines together with excellent support and back-up, which is exactly what Case can provide."

Interest from Coates' customers has been high, with numerous orders for new machines placed within the first weeks of opening.

Scott Freeman, Case business director for UK and Eire, said: "We are delighted Coates are joining us as it is clear they are a company which is highly regarded locally, possessing all the right qualities and levels of professionalism to make this venture a great success for both of our businesses."

Andy Blandford, head of the CNH Industrial Construction Equipment business in Europe Middle East and Africa, added: "The addition of Coates to our UK dealer network brings on board a quality partner that is a good fit to our strategy of building a network of strong dealers that have the capability to grow, and provide our customers with the highest level of service."



PRESS RELEASE

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.

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.

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