

## Johnsons of Cheadle is appointed as new full-line dealer for Case

Turin 6 November 2014

Case Construction Equipment has added another new dealership to its growing UK dealer network, with the appointment of Staffordshire based Johnsons of Cheadle, its 4th appointment in 9 months.

Established for more than 20 years, Johnson of Cheadle is a family run business which prides itself on offering high standards of sales and support. The business which already has a strong relationship with the Case brand through their existing franchise with Case IH, will cover Staffordshire and Shropshire. This new venture will be supported by a dedicated sales team, backed up by fully-trained services technicians and spare parts support from their Staffordshire depots in Cheadle, and their latest site in Eccleshall.

Les Bailey, sales and service manager of Johnsons said: "Our decision to work with Case was a very easy one. This is a premium brand that offers a wide range of exceptionally well-built, reliable machines, equipped with the latest fuel efficient technology, at highly competitive prices. With our experience and local market knowledge we are confident we can grow this brand across our region. We have an excellent reputation and established base to work from, combined with experienced, highly trained staff, who can offer first class support".

Scott Freeman, business director CNH Industrial Construction Equipment for UK and Eire said: "I am extremely pleased with the appointment of Johnsons. Historically we have not had a strong representation in this important area, and now we can give customers the option of the full range of Case equipment backed with a good service offering from a strong established dealer."

"This new dealer appointment further strengthens our expanding UK dealer network, and facilitates the increasing interest in our machines across all construction sectors." added Andy Blandford, head of the CNH Industrial Construction Equipment business in Europe, Middle East and Africa (EMEA) region.

Visiting our website, you will be able to download texts, high resolution image files and videos related to this press release (jpg 300 dpi, CMYK



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](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)