

Case Construction Equipment appoints Fintractor OY as new importer in Finland

CNH Industrial has chosen Fintractor OY as its importer for the full range of Case Construction Equipment

Turin, February 3, 2014

Case Construction Equipment announced today the appointment of Fintractor OY as the Importer and Sales, Service and Parts provider for its full range of products in Finland. The contract between CNH Industrial, of which Case Construction Equipment is a brand, and Fintractor OY was signed last Friday, January 31st.

“We are very pleased with this new and exciting appointment that has effect from January 31st,” stated Barbara Caporali, Business Director for Case Construction Equipment in Nordics and Benelux. “Final arrangements for a new dealer network structure have been agreed, and will bring great benefits to our customers in Finland both in terms of sales and service of our Case Construction Equipment range. In fact, they will begin to experience the excellent support of Fintractor OY immediately, as effective January 31st they have taken over the service of all Case machines that are already operating in Finland.”

Looking forward to our cooperation

Case Construction Equipment customers in Finland will benefit from the extensive experience and professional dealer network of Fintractor Oy. Founded in 1993 by the two brothers Jarmo and Tauno Heinola, together with the late Mr. Kari Päivikkö, Fintractor Oy has marketed and supported different brands of construction equipment, developing their in-depth knowledge of the industry and understanding of the equipment and business needs of construction companies in Finland.

“I really look forward to the challenge we are facing in the future as Fintractor Oy will concentrate mainly on the full product offering of Case Construction Equipment,” commented Mikko Heinola. As the son of Tauno, he is the 2nd generation in the company, and is the CEO of Fintractor Oy.

“Case ranks among the very best in all sizes of construction machines worldwide, and we look forward to selling and servicing them for existing and new customers,” he added. “The brand has a long history and an impressive sales record worldwide”



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Fintractor Oy is headquartered in Vantaa, where it also operates a professional knowledge centre including showroom, sales, service, training and spare parts. In addition, Fintractor will support customers through its branches in Tampere and Oulu, and its sales offices in Lieto, Vuorela and Tuuri.

“Our sister company Heinolan Auto ja Traktori Oy, in Honkajoki, will also cover sales and service for the total Case product programme, and furthermore we are developing our 17 contract service partners - located throughout Finland - into specialists for Case Construction Equipment, to ensure excellent aftersales coverage in the entire country,” explained Mikko Heinola.

Well-known and experienced employees in the organization

“We have staff members at Fintractor OY who are well known in the construction machinery business due to their extensive experience,” he emphasises. “Our employees are highly skilled and professional in sales and service, and we have already put in place dedicated training on Case Construction Equipment for all our staff: mechanics, parts specialists and salesmen alike.”

Kaj Pihlaja, head of sales for Fintractor OY, adds “I am proud to be able to present the full product range of Case machines to everybody in the construction business.” Kaj Pihlaja, together with salesmen strategically located all around the country, will have the full responsibility for sales of Case machines. “All our staff is looking forward with great enthusiasm to getting to grips with a true ‘full liner’ in this business, implementing, for the benefit of customers throughout Finland, the knowledge and experience we have gained over the years.”

The Case Construction Equipment product line ranges from light equipment to the heaviest, including wheel loaders, excavators, and dozers. All products are built to the highest standards, and the range continues to grow. Mikko Heinola is, for this reason, in no doubt about the fact that the best solution has been found for the marketing of the Case brand in Finland.

“Our first ‘Open House’ will take place at our premises in Vantaa in March and I look forward to welcoming all present and potential future customers” he concludes.

Photo caption 1: *Mikko Heinola, CEO Fintractor Oy pictured signing the agreement between Case Construction Equipment and Fintractor OY.*

Photo caption 2: *Fintractor Oy is prepared from day one to provide a first class level of sales and service advice and support.*

Picture from left to right: Anker Lemvig After Sales manager Case Construction Equipment in Nordics and Timo Hannukainen, After Market Manager, Fintractor Oy.

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): www.casecetools.com/press-kit

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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