

St Valentin, February 20, 2014

New stepping stone for Case IH in Eastern Europe

Grand Opening of dealership in Ukraine further strengthens co-operation between Case IH and Titan Machinery



Further expansion in Eastern Europe / Titan Machinery secures role as strong dealership partner of Case IH / Focus on fleet management solutions, high horsepower segment and precision agriculture

In order to increase proximity to customers in Eastern Europe, and following the successful start of the sales co-operation in Romania, Bulgaria and Serbia, Case IH and Titan Machinery now announced the next milestone: A new dealership was opened in Vinnitsa, Ukraine, on 18th February 2014. “With the integration of the Ukraine, Case IH presence in the EMEA region will grow further and gain additional momentum”, said Matthew Foster, Case IH Vice President responsible for Europe, the Middle East and Africa at the opening ceremony.

“We can develop and produce innovative, productive, reliable, and efficient machines – and that is exactly what we do – but we can only be successful on the market if our dealers equally believe in – and deliver – optimum customer care. Dealers are our local ears and faces. Dealers see and speak to their – to our – customers, dealers respond to their needs in terms sales, services, spare parts, and repairs. And this is why we are particularly pleased to announce the opening of the Titan Machinery dealership in Ukraine today”, Foster emphasised.

Building on solid knowledge of the Ukrainian market

As Titan Machinery has been present in the Ukrainian market through export sales for several years, they have already developed strong relationships with many of the country’s top producers. “We are very confident that this expansion will generate long-term opportunities for our customers, for Titan Machinery and for Case IH. That is a true “win-win-win”-situation. With Titan Machinery and the

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other partners of Case IH in Eastern Europe, we now have a powerful and solid base for further growth”, Foster said.

According to Sergey Garbuz, Managing Director of Titan Machinery in Kiev, there is a strong need on modern farms in the Ukraine for machines in the high horsepower and top performance segment. “Tractors such as the Steiger and Quadtrac series fulfil the demands of the Ukrainian top farmers perfectly well. Also the top-end Axial-Flow combines of the 230 series deliver the throughput and the quality needed by agricultural entrepreneurs in this country”, said Garbuz. For Case IH, co-operation with Titan Machinery, their largest dealer of agricultural machinery worldwide, has proven to be highly efficient and successful.

Fleet management solutions and precision in the cm-range

“In addition to power, performance and reliability of Case IH machines, however, fleet management solutions become increasingly important. This includes telematics, the entire range of AFS tools for precision agriculture, and top customer care and services”, explained Karl Almhofer, Managing Director of Titan Machinery Europe. “We have solid knowledge of the different markets including the Ukraine, and we are proud that we can further extent our co-operation with Case IH in Eastern Europe.”

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Case IH is the professionals' choice, drawing on more than 170 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com.



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