

CASE Construction Equipment Announces 2016 “Diamond Dealer” and “Gold Dealer” Award Winners

North American dealers recognized for excellence in five categories related to sales and support of CASE construction equipment.

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[CASE Construction Equipment](#) has released its list of 2016 “Diamond Dealer” and “Gold Dealer” award recipients as a part of its North American Construction Equipment Partnership Program. The awards recognize dealerships across the US and Canada for leadership in growing the CASE dealer network, as well as excellence in five categories: sales performance, marketing and communications, product support, parts support and training.

The 2016 Diamond Dealer award winners are: ASCO (Texas), Birkey’s Construction Equipment (Ill.), J.R. Brisson Equipment (Ontario), Burris Equipment Company (Ill.), Groff Tractor (Pa., Md. and N.J.), Hills Machinery (N.C., S.C.), HiTrac (Manitoba), Kucera Farm Supply (Ontario), McKeel Equipment (Ky.), Miller Bradford & Risberg (Wis., Mi. and Ill.), Nueces Power Equipment (Texas), Redhead Equipment (Saskatchewan) and State Equipment (Ky., W.Va.).

The 2016 Gold Dealer award winners are: Crawler Supply Company (La.), Diamond Equipment (Ill., Ind., Ky. and Tenn.), Eagle Power & Equipment (Pa., Del.), Hopf Equipment (Ind.), Longus Equipment (Quebec), McCann Industries (Ill., Ind.), Medico Industries (Pa.), Monroe Tractor (N.Y.), OCT Equipment (Okla.), Potter Equipment (Ark., Mo.), RPM Machinery (Mich., Ind.), Scott Equipment (La., Ark.), Sequoia Equipment (Calif.), Townline Equipment (N.H.), Triebold Implement (Wis.) and Yukon Equipment (Alaska).

“I would like to congratulate these exemplary dealers who have displayed true leadership and dedication in growing the CASE brand,” says Scott Harris, vice president for CASE Construction Equipment in North America. “These high-performing dealerships live up to the CASE brand promise throughout every aspect of their business; hiring the right people, delivering a differentiated level of service in market, and building enduring relationships with customers.”

CASE’s Partnership Program is designed to increase dealer performance per the results of a dealer assessment while encouraging them to excel in their role as a “Professional Partner” to customers.

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CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 backhoe loaders, 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.cnhind.com.

For more information contact:

Bill Elverman

Tel: 262.757.5803

Email: bill@pkamar.com

Brandon Jaynes

Tel: 219.263.8981

Email: brandon@pkamar.com