

CASE Construction Equipment Unveils “Diamond Dealer” Award Winners

Winners recognized for excellence in five categories related to sales and support of construction equipment.

Racine, Wis., Sept. 30, 2014

[CASE Construction Equipment](#) has named its 2014 “Diamond Dealer” recipients as a part of its North American Construction Equipment Partnership Program. The award recognizes dealerships across the country for leadership and dedication in growing the CASE brand, and excellence in five categories including performance, marketing and communications, product support, parts support and training.

This year’s winners are: State Equipment (Ky. and W.Va.), J.R. Brisson Equipment (Ontario), Kucera Construction Equipment (Ontario), Redhead Equipment (Saskatchewan), Crown Power & Equipment (Mo.), Luby Equipment Services (Mo. and Ill.), Eagle Power and Equipment (Pa. and Del.), Groff Tractor (Pa. and Md.), ASCO (Texas and N.M.), Nueces Power Equipment (Texas), Birkey’s Construction Equipment (Ill.), Burris Equipment Company (Ill.) and Service Motor Company (Wis.).

“Each of these dealers has proven to be a strong business partner for the construction industry in their territories, helping to simplify the purchasing and ownership experience for CASE Construction Equipment customers,” says Jim Hasler, vice president for CASE Construction Equipment in North America.

CASE’s Construction Equipment 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