

Behind the Wheel: The CASE Rodeo

Watch some of the construction world's savviest operators battle it out in the latest episode of the CNH Industrial web series. The Company's global construction equipment brand Case Construction Equipment (CASE) invites its most skilled customers to face off at its customer center using machines to complete a series of tasks that test their prowess on CASE's latest machines. Watch the episode here: cnhindustrial.com/behindthewheel

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It takes a great deal of skill, patience, reactivity and above all responsibility to operate construction equipment. Each year Case Construction Equipment (CASE) hosts a Rodeo; a throwback to western cowboy culture that celebrates the unsung heroes of the construction site by giving them the chance to show off their talents through a series of challenges on the latest CASE machinery. CNH Industrial's Behind the Wheel web series followed one of CASE's international competitions earlier this year at the brand's Customer Center in Monthyon, France.

The 2016 CASE Rodeo depicted in this episode brought together operators from Europe, Africa and the Middle East. Indisputably the "crème de la crème" amongst their peers, the contestants participating in the final had previously won local competitions held by CASE in their respective markets. The competitors were put through their paces in the final as they were tasked with completing four complex challenges: Wild Wheels, Lawless Loader, Cherokee Crawler and Big Thunder Backhoe. Each challenge was designed to assess the driver's coordination, operating finesse and control.

"By bringing people together, we create a real community of operators. These games are designed to showcase their skills and demonstrate the benefits of our products in terms of speed and controllability," says Giampiero Biglia, EMEA Marketing Director at CASE, in the episode.

Watch the episode on CNHIndustrial.com: cnhindustrial.com/behindthewheel

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