

CASE Brings New Equipment, Educational Speaker Series to CONEXPO-CON/AGG 2017

New product introductions and line extensions focus on compact equipment, mass excavation, material handling and asphalt/soil compaction; The “What’s Now” speaker series will educate attendees in practical equipment and business practices aimed at streamlining their operation and becoming more competitive.

Racine, Wis., January 3, 2017

[CASE Construction Equipment](#) will introduce new products, line extensions and model updates at [CONEXPO-CON/AGG 2017](#), and host the [“What’s Now” Speaker Series](#) from the CASE stage in [Booth N11825](#). The company will also introduce a first-of-its-kind crossover/concept vehicle at the show that represents practical product evolution for two distinct equipment categories. Country music superstar Chris Young will also appear and sign autographs at 1:30 PM on March 7 as part of a session promoting training and service with veteran-led disaster response organization [Team Rubicon](#).

CASE show highlights include:

- **The “What’s Now” Speaker Series** includes educational presentations from experts and leading industry organizations (such as ARTBA, AGC and TBR Strategies) on real-world issues such as workforce development, winning government contracts, training service techs, succession planning, industry forecasting and the adoption of precision construction technologies. Additional sessions will focus on CASE’s work with veteran-led disaster response organization Team Rubicon and new product developments/technologies. Visit [CaseCE.com/CONEXPO](#) for the full schedule.
- **“Infrastructure Insider”**, a 30-minute show dedicated to topics relevant to transportation and infrastructure construction in North America hosted by Bill Wilson of *Roads & Bridges* magazine, will broadcast live from the CASE booth Tuesday through Thursday at 10:00 AM.
- **New product introductions:** CASE will make major product introductions in the categories of mass excavation, compaction and compact equipment. New models previously introduced and brand new to the market – including the all-new [G Series wheel loaders](#), the [CX490D](#) and [CX500D](#) excavators, and the [SV340 skid steer](#) – will also be featured.

CASE has also launched [CaseCE.com/CONEXPO](#) for further updates leading up to and during the show. Visitors here will find a full schedule of events, new product updates, links to social media activity and broadcasts from the show floor.

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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.

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