

CASE launches new responsive website to offer a user-friendly, interactive experience

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CASE Construction Equipment launched its new website designed to deliver seamless support and information to customers when they need it, wherever they are and on any device.

The new site delivers a **clean, modular layout** with pages that are easy to navigate and product information that is readily available. A distinct, vertical navigation allows for easy browsing and opens up the main area of the screen to view more information at one time. **Responsive design** detects the device being used and automatically adjusts the page layout and resolution for screen size. The same experience is delivered on desktops, tablets and smartphones.

The **product configurator**, now also available for tablet and mobile, lets customers explore all options available on equipment and request a quote. **The seamless integration between equipment and attachments** allows customers to easily identify the complete solution that matches their requirements.

A social media feed on the homepage offers an interactive digital experience, with a seamless integration between the website and CASE's social media presence. Customers are also able to stay up to date on the latest CASE news and events with designated areas for both.

Marcello Fortunato, Marketing Director CASE for Europe Africa and Middle East, said: "We live in a digital era where life is fast paced and information is needed in an instant, right at our fingertips. With the new website, we aim to offer our customers an efficient and interactive digital experience that will deliver practical solutions for their business."

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CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 loader/backhoes, 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.cnhindustrial.com.

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