

## **CASE Construction Equipment Announces 2017 “Diamond Dealer” and “Gold Dealer” Award Winners**

*Twenty dealers across North America recognized for excellence in sales and support of CASE construction equipment.*

*Racine, Wis., July 11, 2017*

[CASE Construction Equipment](#) has named its 2017 “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 excellence in five categories including sales performance, marketing and communications, product support, parts support and training.

The 2017 Diamond Dealer award winners are: Birkey’s Construction Equipment (Ill.), Burris Equipment Company (Ill.), Crawler Supply (La.), Groff Tractor (Pa., Md.), Kucera Farm Supply (Ontario), Longus Equipment Inc. (Quebec), Miller Bradford & Risberg (Wis., Mi. and Ill.), Monroe Tractor (N.Y., Mass.), Nueces Power Equipment (Texas) and Redhead Equipment (Saskatchewan).

The 2017 Gold Dealer award winners are: ASCO (Texas), Burks Tractor (Idaho), Crown Power & Equipment (Mo.), Eagle Power & Equipment (Del., Pa.), Hills Machinery (N.C., S.C.), HiTrac (1974) – (Winnipeg, Manitoba), Lawrence Equipment (Va.), McCann Industries – Ill., Ind.) and State Equipment (Ky., W. Va.).

“This year CASE celebrates 175 years of practical innovation in the construction industry, but our success wouldn’t be possible if it weren’t for our extraordinary dealer network,” says Scott Harris, vice president for CASE Construction Equipment in North America. “Congratulations to all of our 2017 Diamond Dealer and Gold Dealer Award winners, who have shown a continued dedication to providing the ultimate ownership experience for our customers, and a true commitment to developing the CASE brand in North America.”

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](http://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](http://www.cnhind.com).

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