

Case to Showcase Full Offering at Bauma Conexpo Africa 2015

Turin, 27 July 2015

Case Construction Equipment will participate in the second edition of the Bauma Conexpo Africa exhibition, which will be held in Johannesburg from September 15 to 18, 2015. In collaboration with its distributor CSE, the brand will showcase its full line of equipment and complete solutions for construction businesses, which include retail financing, expert service support and strong parts backup.

On the back of the success of its first edition in 2013, expectations for Bauma Conexpo Africa 2015 are of a high attendance – as many as 20,000 visitors with the majority coming from South Africa and other Sub-Saharan African countries. With its presence at this event, Case aims to raise its profile and create awareness of the comprehensive support it is able to provide customers in South Africa and other markets in the region through its strong dealer network.

“The African continent offers great opportunities of growth,” explains Andy Blandford, Vice President CNH Industrial Construction Equipment for Europe, Africa and the Middle East. “The Maghreb region and Sub-Saharan Africa – and in particular South Africa – are key markets for us. Bauma Conexpo Africa provides us with the perfect platform to meet our customers and show them how we are able to help them to get the job done and run their business effectively. Case has strong dealers in most of the larger African markets and offers the type of equipment that our customers need: robust, reliable machines able to operate in the toughest conditions, and at the right cost of ownership.”

A full line of equipment to meet the specific needs of African construction businesses

The products that will be on display on the Case stand are representative of the brand’s wide offering and showcase its ability to offer customers a complete solution for their specific needs. On show will be the Case skid steer loaders and backhoe loaders, both trademark product lines in the brand’s offering in African markets.

Complete solutions to help construction businesses operate with success

Case provides expert sales and service support through its network of strong dealers, which covers effectively most of the major African markets and with the backing of the powerful resources and organization of CNH Industrial.



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Case customers in the region can also benefit from the tailored financing packages and extended warranty programmes offered by Case dealers and provided by CNH Industrial Capital, a specialist in financing for the construction industry with over 50 years' experience.

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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