



INFORMATION FOR THE PRESS

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Case Customer Centre Paris Delivers Press Resource

The Case Customer Centre Paris, at Monthyon in France, is the perfect location for journalists to carry out product evaluations and first drives of a wide range of Case construction equipment. The Centre, which has been designed to provide realistic industry-specific site conditions, delivers the perfect resource for all types of media with an interest in construction machinery.

As well as hosting customer and dealer visits throughout the year, and hosting the European final of the Case Rodeo operator competition, the Case Customer Centre Paris provides an unequalled opportunity for journalists to see and to try the very latest Case equipment in working conditions.

Journalists Welcome

Seeing new machinery at exhibitions and shows is one thing, but there is no substitute for watching the equipment at work on site. However in many countries it is becoming increasingly difficult to stop machinery on working projects to create the photography and video opportunities that magazines and websites require.

The Case Customer Centre Paris offers four industry-specific zones, where equipment can be demonstrated in realistic site conditions, whether that is urban house building or remote quarry digging. With every Case machine family represented, journalists can put new models into working conditions, to demonstrate the latest features and innovations. A full range of buckets, attachments and options, allows the Case demonstration team to tailor the equipment to meet the needs of customers and the press.

Taking Control

The Centre doesn't just provide an opportunity to watch experienced operators at work however. At the Case Customer Centre Paris journalists have the opportunity to get behind the controls themselves, to operate machines and to try the latest equipment first hand in safe, controlled conditions. Whatever your magazine or website requires, the Centre has the equipment and expertise to meet your needs, with Case product experts on hand to assist with your assignment.



Journalists do not have to wait to be invited to the Case Customer Centre Paris by their local dealer. In the first instance, simply contact Nuria Marti, at Alarcon & Harris (nmarti@alarconyharris.com) to check availability of the site and the machinery that you require. We will provide accommodation for visiting journalists and make every effort to deliver the machinery and working conditions that you require for your articles, photography and videos.

We look forward to welcoming you at the Case Customer Centre Paris and to becoming an essential resource for the construction equipment media.

Visiting our website, you will be able to download texts, high resolution image files and videos related to this press release (jpg 300 dpi, CMYK):
www.casecetools.com/press-kit

Case Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 loader/backhoes, articulated trucks, crawler and wheeled excavators (including compact), telescopic handlers, motor graders, wheel loaders (including compact), vibratory compaction rollers, crawler dozers, skid steers, compact track loaders, tractor 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 is a division of CNH Global N.V., whose stock is listed at the New York Stock Exchange (NYSE:CNH), which is a majority-owned subsidiary of Fiat Industrial S.p.A. (FI.MI). More information about CNH can be found online at www.cnh.com.

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