

Case Construction Equipment appoints CBL as new full line dealer

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Case Construction Equipment announces the appointment of another new UK dealer.

Case has appointed southern based company CBL, who will provide sales, parts and service from their sites in Bristol, Newbury and Maidstone. This latest addition follows the recent announcement of a new dealership in Scotland.

As part of their commitment to this new collaboration with Case, CBL has strengthened their existing sales team to seven. They will be supported by the company's existing team of engineers who operate from all three sites.

Looking forward to expanding into heavy line business

"We've been looking for some time to expand into heavy line business, the feedback we received from existing Case dealers about the products, their reliability, quality and fuel efficiency, was outstanding, and made our decision process very easy" says Charlotte Barford, Managing Director of CBL. "Case is a premium construction equipment brand, our aim is to look after existing customers and to rebuild the success of the Case brand in this territory. We will provide 100% support to this brand, which will also include taking on existing warranties. We have the experience and an established base to work from, combined with the investment we have made in bringing onboard the right people, and in our facilities, ensures we are in very strong position to grow this business."

"We are absolutely delighted to be working this company. The combination of experience, expertise and their pro-active approach makes them the perfect partner. I am confident that they will do a great job for Case over the coming years, supporting Case customers across all business sectors," says Rick Morris, Network Development Manager at Case Construction Equipment.

Scott Freeman, Business Director for Case Construction Equipment said "I am extremely pleased with the appointment of CBL. The Southern areas which CBL will cover are extremely important for the development and growth of the market share for Case. CBL will enable Case to grow and truly show the customers the excellent benefits of the products we have, fuel efficiency and product reliability in particular".

“I am sure we have found the right partner to speed up the success of the CASE brand in this area of UK”, added Mario Gasparri, Brand President, CNH Industrial Construction Equipment. “They have the right entrepreneurial skills and resources to make Case the ultimate choice for excavators and wheel loader customers”.

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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.

For more information contact:

Lynn Campbell (TLC PR for ALARCON & HARRIS)

Tel: +44 (0) 1704 566354

Email: lynn@tlcpr.co.uk