

Case Construction Equipment appoints Cowan Bros as new full-line dealer for Northern Ireland

Turin 1 October 2014

Case Construction Equipment announces the appointment of a new UK dealer

Northern Ireland based Cowan Bros will offer a full range of Case machines, together with parts and service support from their impressive new site in Mallusk, Belfast.

The new collaboration was officially signed at Case's Customer centre in Paris, coinciding with the recent launch of the company's new F Series range of compact wheel loaders.

As part of their commitment to this new collaboration with Case, Cowan Bros will have four salespeople to effectively cover the territory, who will be supported by the company's existing team of engineers, and dedicated parts staff.

Looking forward to growing the Case business in Northern Ireland

The feedback we received from existing Case dealers and customers about the products, their reliability, quality and fuel efficiency, was outstanding, and made our decision process very easy" says David Cowan, Managing Director of Cowan Bros: "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.

"With the opening of our new purpose built premises in Mallusk, Belfast, the great team of people at Case Construction supporting the brand and having the experience, 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."

Scott Freeman, Business Director for Case Construction Equipment said: "I am extremely pleased with the appointment of Cowan Bros. Northern Ireland will now be a strong focus area which Cowan Bros will cover and is extremely important for the development and growth of the market share for Case. Cowan's will enable Case to grow and truly show the customers the excellent benefits of the wide range of products we have, fuel efficiency and product reliability in particular".



“I am confident we have found the right partner to speed up the success of the Case brand in this area of UK. They have the right entrepreneurial skills and resources to make Case the ultimate choice especially for excavators and wheel loader customers”, added Andy Blandford, Head of the CNH Industrial Construction Equipment business in Europe, Middle East and Africa (EMEA) region.

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, 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