

Case Construction Equipment appoints new importer in Norway

A-K anleggsmaskiner AS is appointed Case Construction Equipment importer and will provide sales, service and parts for its full range of products in Southern and Central Norway.

Turin, 24 June 2014

Case Construction Equipment has announced the appointment of A-K Anleggsmaskiner AS as its importer to provide sales, service and parts support to customers in Southern and Central Norway. The contract between CNH Industrial, of which Case Construction is a brand, and A-K Anleggsmaskiner was signed on 3rd April 2014 by Trond Vidar Sagen, Board member of A-K Anleggsmaskiner and CEO of Bertel O. Steen Invest AS.

“As a subsidiary of A-K Maskiner AS, A-K Anleggsmaskiner AS can count on more than 50 years of experience as a leading supplier of agricultural equipment in Norway. Over the years, the company has built an outstanding reputation for excellent service, supporting Case IH in the agricultural business as well as New Holland in both agricultural and construction equipment product lines. With the appointment, high quality service will be extended to new and existing Case customers in Southern and Central Norway, providing dedicated support from its established sales and service teams,” stated Barbara Caporali, Business Director for Case Construction Equipment in the Nordics. Andy Blandford, Head of the CNH Industrial Construction Equipment business in Europe, Middle East, Africa (EMEA), commented: “This appointment is part of our plan to increase Case coverage in the Nordics region and to improve our aftersales performance still further. A-K Anleggsmaskiner is an excellent partner and we look forward to working with them to grow our Construction Equipment in Norway.”

Even better support for Case customers in Norway

A-K Anleggsmaskiner AS will support Case customers from its headquarters and showroom in Kløfta near Oslo. With an extensive dealer network and large fleet of service vans, A-K Anleggsmaskiner is ready to provide first class service and spare parts support throughout Southern and Central Norway. “We are pleased to bring Case Construction Equipment to the market as we are convinced that the brand is a perfect fit with our business and we look forward to establishing and developing Case in the region to provide the support that Case customers deserve and need”, stated Henrik Schiller, Managing Director, A-K Anleggsmaskiner. “Case offers a full product line,

extending from light equipment to the heaviest, including wheel loaders, excavators and dozers. All products are built to the highest standards, and the offering continues to grow. We are training our staff to be Case experts and we are proud to offer and represent the values that Case is known for all over the world, performance and productivity.”

“Previously Case products were only available in the North of Norway, where Dagenborg Maskin AS has represented Case very successfully for many years and will continue to do so,” added Barbara Caporali. “Dagenborg has gained a great reputation through its excellent sales and service support, and we are pleased that with this new appointment, customers in the rest of the country can benefit from the quality of Case products and services.”

A-K Anleggsmaskiner AS showcased its new Case offering for the first time on May 31st, when it hosted an open day and demonstration event.

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.

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