

## **Case Brings the Rodeo to Eastern Europe and Wins Gold for the Third Time at the Plovdiv International Technical Fair**

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Titan Machinery Bulgaria, the official dealer of Case Construction Equipment in the country, has been awarded with a Gold Medal and Diploma for the best innovation in the 'Machine Building' category at the 70<sup>th</sup> International Technical Fair, held in Plovdiv from September 29<sup>th</sup> to October 4<sup>th</sup>. The award was conferred for the powerful Case 2050M crawler dozer, which took centre stage at the dealer's stand. For the occasion, Case Rodeo rode into Bulgaria for the first time, after the recent successful stop in Hungary.

### **A Full Line of Innovative Products on Display**

With more than 30,000 visitors and around 400 exhibitors, the Autumn 2014 edition confirmed the Plovdiv International Technical Fair as the largest trade show for investment goods and technologies in Bulgaria and one of the most prestigious in Southeastern Europe.

In its impressive stand, Titan Machinery Bulgaria created a friendly environment for visitors to discover Case's latest innovations and to consolidate the brand's position as a full line provider of construction equipment by showcasing a massive line-up of units from both heavy and compact lines.

On display a selection of the latest Case excavators, including the impressive 30-ton CX300C crawler excavator, the 21-ton CX210C, the 158hp WX168 wheeled excavator and WX148 model. Visitors were also able to see first-hand the rugged 821F wheel loader and to familiarize themselves with the fuel-efficient Case tractor loader backhoes with the range-topping 695ST model, the reliable 590ST and the versatile 580ST backhoe loader. The range of fuel-efficient Case skid steer and compact track loader was displayed by the 49hp SR130 skid steer, the vertical lift SV300 model and the 90hp TV380 compact track loader. Spotlights were on the new generation M Series crawler dozer with the powerful 2050M model which featured as a winner in the competition for the best exhibits.

Visitors had also the chance to enjoy a live demo performed with the 580ST backhoe loader, demonstrating its outstanding performance and reliability by running on two wheels and by lighting small matchboxes with the extremely precise movements of its bucket. A live music set performed on the top of the SR130 skid steer loader also delighted the attentive audience.

"We are all very pleased with the lively interest received during the event," said Ionut Roscoiu, Business Manager for CNH Industrial Construction Equipment in Central and East Europe. "Titan Machinery's stand welcomed an impressive number of visitors, attracted by the products on display



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and the exciting atmosphere of the Rodeo. The extent of our diversified product ranges, the premium support offered by our partnership with Titan Machinery and the importance of the global group we belong to are all key elements that confirm Case as a major player in the construction equipment industry in this country. And the Gold Medal received by the 2050M dozer was just like the cherry on top of this amazing week.”

### **Case Strikes Gold for the Third Time**

For the third consecutive year, the International Technical Fair awarded Case and Titan Machinery with a Gold Medal and Diploma for the best innovation in the ‘Machine Building’ category, assigned to the powerful Case 2050M crawler dozer. The awards are given annually during the fair to products that distinguish themselves for innovation and technological excellence in their respective categories. Case won the award also in the last two previous editions with the 721F wheel loader and the Tier 4i 580ST tractor backhoe loader, respectively in 2012 and 2013. The Gold Medal and the Diploma were handed over to Veslin Ivanov, Construction Equipment Business Manager for Titan Machinery Bulgaria, during the award ceremony held on October 2<sup>nd</sup>.

With headquarters based in Sofia, Titan Machinery Bulgaria is part of the giant US company Titan Machinery, the world’s largest Case Construction Equipment distributor. The company stocks the full range of Case construction equipment and provides strong support and service for Bulgarian customers with eight depots strategically located across the country,

### **Case Ropes In Visitors with the Rodeo**

For the first time ever, the Rodeo rode into Bulgaria and made a stop at the Titan Machinery’s booth in Plovdiv. The competition engines powered up on October 3<sup>rd</sup> when 11 contestants coming from all over the country lined up to confront each other in a three-round series of highly-technical challenges designed to test their skills and to crown the best national operator of construction equipment.

In the first time trial, operators had to demonstrate their ability to precisely control a backhoe loader while picking up a number of balls to score baskets. The second challenge was not less attractive: they had to use a mini excavator for popping colorful balloons. In the last time trial, operators were asked to pour some water into small glasses by using a massive 21-ton excavator.

After a hard-fought battle on the edge of seconds, Deyan Deyanov was awarded the first Bulgarian Case Rodeo gold medal with an incredible combined time of 5’ 12”. Tsvetan Georgiev secured the second place with a 5’ 46” time while Yassen Velchev got the third place with a 5’ 55” result.

The three operators will have the honor to represent their own country and to compete against other national winners coming from all over Europe, Africa and the Middle East at the Case Rodeo Final, which will be held from October 24<sup>th</sup> to 26<sup>th</sup> in Paris.

**Case Rodeo in Hungary**

With the final approaching fast, Case Rodeo moved quickly across Eastern Europe. From September 18<sup>th</sup> to 20<sup>th</sup>, the competition was successfully hosted by Dynamic JT, the new Case dealer that was appointed last year in Hungary.

With an overall score of 0:37.84, Tibor Somogyi climbed the highest step of the podium and was recognized as the country's best operator among 24 contestants. Second and third places went to Gábor Barta and Csaba Major, with a score of 0:38.04 and 0:40.12 respectively.

The Rodeo was held in Budapest during the Open Days, organized by Dynamic JT to promote the brand and to present the full range of Case construction equipment to selected prospective customers.

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](http://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](http://www.CASEce.com).*

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