

## Case Construction Equipment launches all-in-one heavy machine support programme ProCare

*The new ProCare programme offers 3 years' peace of mind with extended coverage, cost control with planned maintenance, and easy fleet management with Advanced SiteWatch™ telematics and comes as standard on all Case excavators and wheel loaders.*

15 April, 2014

Case Construction Equipment announced it will launch its new all-in-one heavy machine support programme, ProCare, at Hillhead 2014. The plan, which comes as standard at the purchase of all Case excavator and wheel loader models, consists of three components:

- **Extended coverage** for a period of three years and 4,000 hours;
- 4,000 hour **planned maintenance programme**;
- **Advanced SiteWatch™** telematics 3-year subscription.

The ProCare programme takes the worry and uncertainty out of managing a fleet of heavy equipment. The comprehensive extended coverage and planned maintenance mean fixed maintenance costs and no surprises for the fleet manager. The Advanced SiteWatch™ telematics further helps keep the machine in top condition, sending reminders of scheduled service intervals and malfunction alerts to prevent damaging technical issues. As a result of the excellent care provided throughout the life of the machine, its resale value will be higher, providing an additional benefit to the business's bottom line.

ProCare also helps fleet owners and managers with the business and operational aspects of running the fleet. The planned maintenance programme helps them budget throughout the life of the machine, in addition to the advantages of lower ownership costs, technical support on tap and maximum uptime. SiteWatch™ provides real-time performance metrics, idle-time analytics, machine tracking in customized reporting formats, making it easy to deploy the fleet most efficiently and ensure every unit is performing at its most productive and cost efficient.

"At Case we believe in providing, together with our dealers, complete solutions that help our customers manage and develop their business," commented Scott Freeman, Business Director CNH Industrial Construction Equipment UK & Eire. "ProCare offers them not only an industry-leading coverage; most importantly, it adds value to their business by ensuring they know their maintenance costs upfront, their equipment is always performing at its best and their fleet is used most efficiently."

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

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