

Case Brought the Next-Generation of Fuel-Efficient Construction Equipment to CONEXPO-CON/AGG 2014 in Las Vegas

Turin, 12 March 2014

[Case Construction Equipment](#) presented the latest introductions to its compact and heavy equipment product lines at CONEXPO-CON/AGG 2014, held from March 4th to 8th in Las Vegas, USA.

With over 125,000 attendees and 2,400 exhibitors, CONEXPO-CON/AGG is the largest construction show in North America, displaying the newest equipment, technology and product breakthrough.

Case's welcoming-style booth inspired by its renowned Tomahawk Customer Center in Wisconsin's North Woods bustled with visitors, attracted by the latest products on display and the surprising events that buzzed around Case's stand throughout the week. With the occasion, Case announced its partnership with country music star Kip Moore to participate in a number of customer engagement and community events in 2014, including Moore's exclusive live performance during the trade show. Handcrafted Case M Series dozer replicas were given to visitors participating to a special Twitter giveaway while people spotted wearing a Care orange vest in or outside the venue had the chance to win 100\$ and other prizes.

Case also unveiled a one-of-a-kind, Ram Laramie Longhorn-inspired 580 Super N Wide Track backhoe loader with a distinctive black & gold look that is unmistakably RAM. The backhoe will tour the States at Ram and Case-sponsored events with a new Ram 3500 Laramie Longhorn Crew Cab 4x4 truck, matching two of the construction industry's most enduring jobsite images – the rugged Ram 3500 dually and the tireless Case backhoe loader.

In the roadmap to meet the most stringent emission standards, Case presented an expanded line-up of Tier 4 Final compliant machines. Relying on the market-leading engine technology developed by sister company FPT Industrial, Case confirmed to be best positioned to succeed as the Tier 4 Final regulations come into effect.

"CONEXPO-CON/AGG was a very successful event for Case," said Mario Gasparri, Brand President of CNH Industrial Construction Equipment. "At our stand, we welcomed an impressive number of customers from all over the world, with a significant representation of European key-accounts and



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dealers. They commented on how impressed they were with the welcoming feel of the stand, the extent of our brand's product ranges, and the importance of the global group we belong to."

"We are very proud of our latest introductions presented in Las Vegas," added Gasparri. "They successfully incorporate our strong commitment to quality, productivity and fuel efficiency, helping our customers to get the job done efficiently and cost-effectively, exactly the way they want to. These are Case's well-known strengths since 1842. Today, our expanded line-up perfectly expresses the DNA of our brand which has been built on strong foundations, creating a modern, innovative and professional partner to the construction sector."

Maximized Productivity with Ultimate Tier 4 Excavators

In a world exclusive preview, Case unveiled the new CX350D hydraulic excavator, the first model of the Tier 4 Final D Series that will be available in Europe next year. With a 268 hp engine and an innovative Tier 4 Final solution that combines Cooled Exhaust Gas Recirculation (CEGR), Selective Catalytic Reduction (SCR) and Diesel Oxidation Catalyst (DOC) technologies, the CX350D hydraulic excavator maximizes power and performance. Together with improved hydraulic controls, Case CX350D provides more digging force and lift capacity and up to 10 % greater fuel efficiency.

Case showcased also its improved-performance C Series of crawler excavators with a 28.1 tonne CX250C Long Reach model. Powered by a Tier 4 Interim diesel engine, the C Series optimizes productivity and efficiency thanks to advanced technologies as the unique Case Intelligent Hydraulic System that helps manage the engine and hydraulics. With an 8-meter boom in the Long Reach version, the CX250C crawler excavator can reach up to 18 meters.

A Case CX80C model on display well represented the Case mid-excavator offering. Launched in 2013, the CX80C excavator is equipped with a first-in-class Tier 4 Final engine that uses up to 5% less fuel. With great serviceability, minimized downtime and reduced dimensions with no compromise in visibility and comfort, the CX80C is built to deliver the performance of higher class excavators.

Massive Power with M Series Dozers

The Case M Series dozers, launched during Bauma in Europe, took center stage at CONEXPO-CON/AGG with the M1150, the M1650 and the M2050 models. Redesigned from the ground up, this three-model line-up boosts productivity with best-in-class drawbar pull, powerful horsepower ratings and operating weight up to 20 tonnes. Powered by Tier 4 Interim FPT Industrial engines with industry-exclusive SCR technology, the M Series dozers provide superior performance in load response, max torque and achieve lower emissions and higher fuel savings. The operator has total

control on the machine performance to better match the ground conditions thanks to new control customizations, including blade sensitivity, steering sensitivity and shuttle sensitivity settings. With a new cab-forward design built for maximum visibility and comfort, and a robust C-frame for heavy earthmoving, the M Series dozers offer durability and higher productivity in every working condition.

New Tier 4 Final Wheel Loaders

Case introduced the new Tier 4 Final 921F wheel loader and succeeded to further improve the best 20 ton wheel loader available on the market. With best-in-class 7.2 t payload which allows to fill 28 ton payload trucks in only 3 passes, the new 921F model rises the bar on performance, fuel savings and ease of maintenance. Equipped with ProShift transmission, the 921F model delivers up to 10% more fuel savings while its unique Cooling Cube design keeps the dust away from the radiators and ensures constant temperature and high efficient cooling. The rear-mounted engine gives the safest-in-class maintenance accessibility at ground level. Available with full climate control, the cab provides outstanding comfort and unmatched all-round visibility. The 921F wheel loader offers a diesel particulate filter (DPF) free solution thanks to the well-proven SCR engine technology with AdBlue, implemented in Case wheel loaders since 2011.

Spotlights were also on the Case 321F, coming from the new F Series of compact wheel loaders. Completely redesigned for improved maneuverability, versatility and performance, the new F Series features Case's proven "maintenance-free" Tier 4 Final particulate matter catalyst solution and offers increased breakout force and lift capacity in a more compact design, which makes it ideal for general construction, landscaping and supply yards work.

The new Tier 4 Final 321F compact wheel loaders will be introduced in the European markets by the end of 2014, while the Tier 4 Final compliant Case 921F wheel loaders will be available in 2015.

Advanced Fuel-Efficient Solutions for Skid Steer and Compact Track Loaders

Case skid steer and compact track loaders on display at CONEXPO-CON/AGG further emphasized the company's commitment to providing the most advanced Tier 4 solutions.

The Tier 4 Final SR160 skid steer loaders with radial lift take the lead in their category providing more power and best-in-class peak torque up to 188 Nm. With their compact dimensions, the SR160 skid steers replace the previous SR150 models and make tight spaces easier to work in. Also the vertical lift SV185 skid steers comply with Tier 4 Final standards but with no need of DPF. The electronic high pressure common rail technology combined with a DOC-only solution grants low emissions and even higher performance. With a 60 gross horsepower engine, the SV185 model has

more torque now and boosts up to 885 kg of operating capacity. Complemented by a wide offering of multipurpose attachments, Case skid steer loaders are a great choice in a wide range of applications including construction, landscaping and agriculture. Case compact track loader offering was greatly displayed by the top of the range vertical-lift TV380 model with 4,625kg of operating weight. Featuring Tier 4 Interim engine technology, this machine is designed for the toughest jobs that require best breakout force and high hydraulic capacity.

Case “Dire States” Panel to Reviving America’s Infrastructure

The “Dire States” tour made a stop at Case booth in Las Vegas. With the occasion, Case hosted a panel discussion that featured government and business leaders to highlight the problems facing American infrastructure. The panel served as finale to present the progress and key findings of the “Dire States” tour, an epic road trip across the United States at the steering wheel of a 1949 Hudson car on display at Case’s stand. The project is born from the collaboration between Case Construction Equipment and the former White House appointee Dan McNichol and it is intended to raise public awareness to the infrastructure investment shortfall while identifying innovative ways to spur the sector’s development.

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

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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.

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