

St Valentin, January 29, 2014

Red Excellence

## **New appointments strengthen dealer network in Hungary**

**Growing market demand in Hungary / Case IH focuses on building the most professional dealer network in the industry / New structure of importers brings brand closer to customers for optimum customer care and services**



PRESS RELEASE

Case IH is markedly intensifying its distribution activities in Hungary. In a move driven by strong market demand, Case IH is pleased to announce a refined and stronger than ever presence in Hungary. “In view of a strong demand and further positive market outlook, we have enforced our network of highly committed importers on the Hungarian market”, says Andrew Parsons, Marketing Manager Balkans & Eastern Europe Case IH & Steyr.

“Our mission is to bring value adding agricultural equipment and services to our customers and an essential element of achieving this is building the most professional dealer network in the industry. Professional farmers need professional dealers focused on fulfilling the demands of their customers. That is why we have launched Red Excellence, our network development program”, Parsons adds. “Having this in mind, I am particularly delighted to announce the recent appointment of AgroBekes Kft as new distribution partner. Together with AgroBekes Kft and our strong and reliable Hungarian partner Invest Kft, we will continue to strengthen Case IH presence in Hungary”, he explains.

### **Red Excellence for first class customer service**

The focus of the dynamic and challenging Red Excellence Program is to grow the successful and sustainable partnership with Case IH dealers even further and to continuously raise the quality of the service to Case IH customers. The program supports each dealer to identify business areas that need attention and to drive best practice actions for continuous business improvement. “Red Excellence is a key element of our Case IH Strategic Development Plan to fulfil our vision of becoming our customers’ preferred partner, bringing them our high quality and innovative products, and delivering best-in-class service support”, says Stefan Bogner,

Business Director Balkans & Eastern Europe. “Establishing two importers in Hungary allows us to roll out the Red Excellence program in double time via the pivotal locations of Invest Kft and AgroBekes Kft, yet at the same time build on our heritage by continuing the legacy of Case IH in this strategically important market,” Bogner concludes.

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Press releases and photos

<http://mediacentre.caseiheurope.com/>.

Case IH is the professionals' choice, drawing on more than 170 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century.

More information on Case IH products and services can be found online at [www.caseih.com](http://www.caseih.com).

Case IH 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](http://www.cnhindustrial.com).

**For further information, please contact:**

René Laglstorfer  
Tel: +43 7435 500 634

Case IH Public Relations  
Europe, Middle East, Africa

Email: [rene.laglstorfer@caseih.com](mailto:rene.laglstorfer@caseih.com)  
[www.caseih.com](http://www.caseih.com)

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