

Business Growth

Eastern European Power Partners

St. Valentin, 25.01.2016

Case IH and Titan Machinery harvest the success of their powerful partnership in Eastern Europe. Back in 2012, Titan Machinery expanded their North American footprint and branched out into Romania, Serbia, Bulgaria & Ukraine. Blending their proven North American 'Titan Operating Model' with the diverse Eastern European cultures brought about some challenges, but differences were embraced, solutions found and the result is an even stronger more customer focused organisation which is delivering great support to the farming community.

At Agritechnica 2015 this strategic partnership was further strengthened when Andreas Klauser, President of Case IH and Harald Boitllehner, Business Director for Eastern Europe, Balkans & Ukraine met with Christian Mitterdorfer, Managing Director Titan Machinery Europe.

Passionate and dedicated teams have always been active on the ground in the markets yet Titan made a strategic move which enables them to concentrate on customers' needs even more. They created a European Operations Centre (EOC) to manage shared resources such as administration, purchasing, legal, human resources, accounting, finance and IT. *Andreas Klauser added "This centralised strategy takes much of the heavy admin tasks out of the markets and enables the employees to focus exclusively on customers, yet with the best back office support possible, which is what Case IH is all about".*

In **Romania** the growth in retail performance has been well above the target. *"To further strengthen our presence within the country we have expanded our portfolio to include both the Case IH Farmlift range of telescopic loaders and also the ground breaking one pass tillage tool, the Case IH Ecolo-Tiger" Boitllehner added.* Two new retail stores are in the process to be opened in Craiova and Slobozia, both locations were chosen due to customer demand. At a time when many equipment suppliers are restructuring their business, our message is simple: we are stable and stronger than ever, we are expanding our operations and we are looking forward to meet the needs of customers in the coming year.

Similarly in **Bulgaria** the growth in retail performance has been well above the target which has significantly reduced machine inventories. Driven by the recent wave of EU subsidies many customers have secured funds to further invest in their enterprises and update machinery fleets creating a win-win situation for the industry.

In **Serbia**, we closed 2014 as market leader (of western tractor manufacturers), and are on track to hit this in 2015 for a second consecutive year. The team is fully motivated having delivered superb

results throughout the past 24 months and built a very strong position in the professional agricultural machinery sector. *“A key milestone in 2015 was the expansion of the Case IH offering with the launch of the new Case IH Farmall C 55 model, targeted at smaller scale producers” stated Boitllehner.* 2015 also represents a record year for deliveries of Axial-Flow combine harvesters, now recognised nationally for their productivity, simplicity and superb grain sample.

Ukraine is showing signs of noticeable recovery in the heavy equipment industry and buying patterns are strengthening. *“Although Ukraine remains the most delicate market” mentioned Christian Mitterdorfer, “we extended our presence in 2015 by opening a new outlet in White Church around Kiev and plan to further invest in 2016 with two additional locations in Chernihiv and Zhitomir.”*

Andreas Klauser “from our meeting here at Agritechnica 2015 it is clear that we are looking forwards and ready to meet the needs of customer in 2016”

Add photo here.

Case IH & Titan Machinery Management committing to future growth at Agritechnica 2015.

L to R Kristina Bajohra, George Stanson, Yuriy Yegorov, Harald Boitllehner, Andreas Klauser, Christian Mitterdorfer, Matthew Foster, Yuriy Alatortsev, Manfred Spendier, Eric Shuman

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.

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