

CASE Construction Equipment History

The heritage of CASE Construction Equipment is historically intertwined with that of the history of Case in agricultural tractors, but the brand has always been distinct in its focus and remit, and is an independent business unit. Its history contains some of the most significant names in construction machinery.

It traces its development to the foundation in 1842 of the Racine Threshing Machine Company in Wisconsin, USA, by Jerome Increase Case. In 1869, the firm produced its first portable steam engine, fundamental to the development of road construction, and by 1912 it had developed a complete line of road-building equipment, including graders.



It was in 1957 that CASE made the purchase that was to lead to the launch of the first factory-integrated tractor loader backhoe, when it bought the American Tractor Corporation. The Kern County Land Company (KCLC) purchased a majority stake in Case in 1964. Three years later, KCLC was bought by energy business Tenneco.

In 1968, Case began its work with another legendary product when it acquired the Drott Manufacturing Company, famous for its four-in-one loader bucket design that allowed a single unit to scoop, grade, grab and dig.

In 1969, Case entered into the skid-steer loader business, while in 1976 the firm further extended its offering in earthmoving equipment by acquiring Poclain, a leading French company in the field of hydraulic excavator technology.

Tenneco decided in 1994 to exit the farm and construction equipment businesses by making a public offering of shares in the newly-named Case Corporation. In 1999, Case Corporation was purchased by Fiat Group and merged with New Holland NV, which operated in the same business sectors. In doing this it created CNH Global, a major force in agricultural and construction machinery, but retained distinct CASE and New Holland construction machinery brands, products and dealer networks. Six years later, CASE Construction Equipment manufactured its 500,000th tractor loader backhoe.

Along with other non-automotive divisions, in 2011 CASE Construction Equipment becomes part of the new Fiat Industrial, Fiat Group's capital goods division, following the demerger of its non-

automotive businesses from Fiat S.p.A. In 2013, the business was transferred to CNH Industrial, following the merger of Fiat Industrial and CNH Global N.V. In 2014 CASE signed a licensing agreement with Sumitomo for crawler excavators and in 2016 CNH Industrial signed an exclusive alliance with Hyundai Heavy Industries for the production and development of mini-excavators.

Today, CASE machines can be seen around the world wherever there is earth to be dug, materials to be moved or sites to be cleared. The CASE range includes full lines of backhoe loaders, skid-steer loaders, excavators, wheel loaders, dozers and graders.