

## **Wilson Equipment Company Acquires Bale Equipment Solutions**

Acquisition expands Wilson's territory to locations in Louisville and Elizabethtown, Kentucky.

Racine, Wis., Jan.16, 2014

[Wilson Equipment Company](#), based in Lexington, Kentucky, has purchased the assets of Bale Equipment Solutions and will take over operations of its Louisville and Elizabethtown stores. The acquisition further establishes Wilson Equipment as the largest full-line dealer of [CASE Construction Equipment](#) in Kentucky, and expands its footprint into southern Indiana.

The company, founded in 1889 as the Wilson Buggy Company of Lexington, has a rich history of customer service and equipment innovation in the region. The new locations acquired in the deal expand upon the company's existing stores in Lexington, Corbin and Prestonsburg.

"This acquisition will allow us to better serve our customers throughout Kentucky and southern Indiana," says JW Rodes, president, Wilson Equipment Company. "Our commitment to service and partnering with our customers for their success is stronger now with our expanded footprint, inventory, resources and staff. We look forward to this new phase of growth with our customers."

"Wilson has the history, reputation and resources to best serve CASE customers in Kentucky," says Jim Hasler, vice president, CASE Construction Equipment. "Their commitment to service and personal attention to detail with their customers is a credit to their company and the CASE brand."

Terms of the deal were not disclosed. For more information on Wilson Equipment Company, visit [WilsonEquipment.com](#).

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PRESS RELEASE



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CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 backhoe loaders, 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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