

## CASE chooses social trading

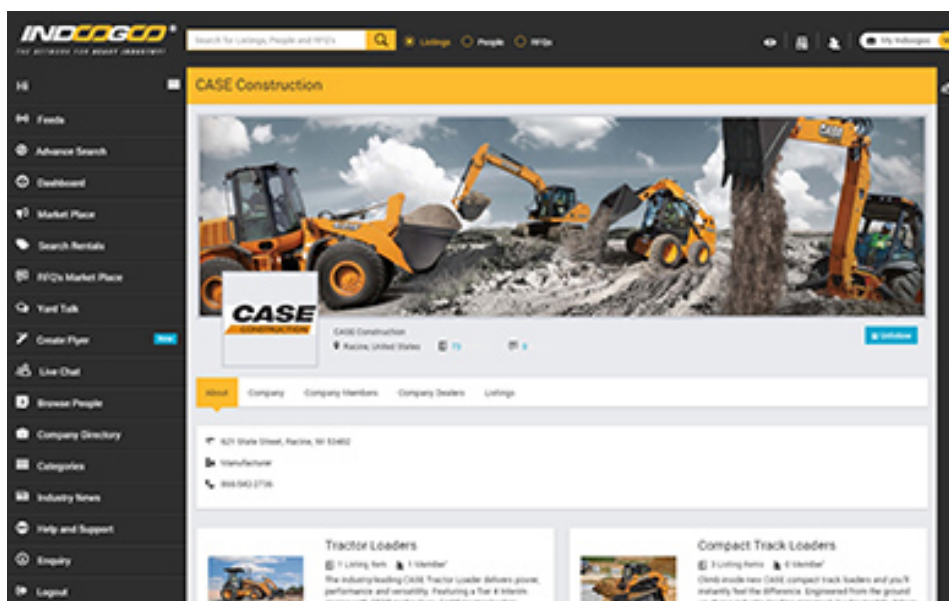
**CASE Construction is teaming up with Indoogoo, heavy industry's first social trading network, to list its entire product range on the site.**

Global equipment manufacturer CASE Construction Equipment is the first OEM to offer its dealers a social media platform to list and sell its complete line of equipment. The website, Indoogoo, is dedicated to trading within heavy industry and now hosts CASE's entire product range – from large excavators and backhoe loaders to rough terrain forklifts and dozers.

By creating profiles on Indoogoo, CASE and its dealerships can produce equipment listings. All sales are made through the OEM's dealer network – Indoogoo's extensive social networking capacity strengthens the important connection between dealer and manufacturer, protecting the integrity of the network while ensuring maximum exposure for CASE's products. Potential buyers are able to contact one of CASE's dealerships through the site, and CASE can use this social network to ensure buyers are always connected to the right dealer for their needs.

The online tool allows CASE dealers to upload an unlimited number of listings, which can each include up to 10 photos and four videos. These listings are fully searchable, and appear on users' homepages – ensuring they are always visible to buyers. Athena Campos, senior director, marketing at CASE, explains that Indoogoo aligns with CASE's mission to offer customers intuitive solutions that simplify finding and acquiring the right equipment.

"Indoogoo is fulfilling an unmet need in the market place," she says. "This site is unique in that it's dedicated to the social aspect of connecting people in the heavy equipment industry while also allowing CASE and its dealers to showcase the entire range of its equipment to industry professionals."



## A stronger partnership

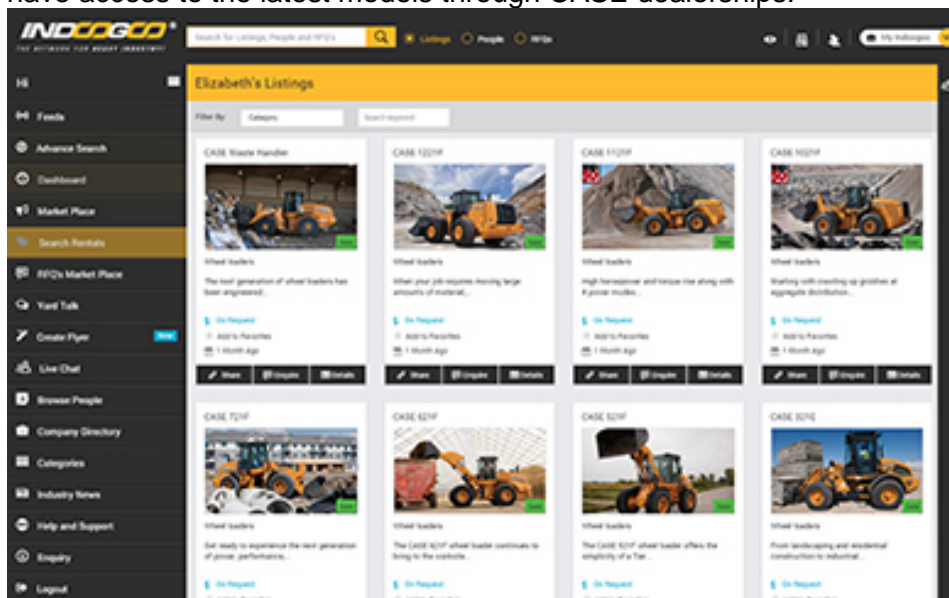
Indoogoo allows all users to create an online profile for their companies, showcasing available products through unlimited, comprehensive listings. Users looking to purchase items are able to create RFQs (request for quotations) to help them source exactly the equipment they need. All the services currently provided by the website are free.

“The site is very intuitive and supports our mission to make buying and owning CASE equipment simple,” Campos says. “From setting up a profile to loading the equipment categories and descriptions, the process is easy. CASE sees a lot of potential in the innovative functionality the site has to offer its dealers and customers.”

Indoogoo was launched in 2012 by Mark Turner, an experienced international crane broker. Designed from the perspective of an industry professional, the website brings together manufacturers, dealers and end users.

“We are thrilled that CASE is now using Indoogoo,” Turner says. “The site was built with OEMs and dealers in mind – its unlimited listing capacity in combination with its social networking functions creates the perfect environment for trading equipment.”

Established in 1843, CASE's North American operations are based in Racine, Wisconsin, USA. The company sells a full line of construction equipment around the globe. The equipment they have listed with Indoogoo will be updated regularly to ensure users always have access to the latest models through CASE dealerships.



## An innovative platform



THE NETWORK FOR HEAVY INDUSTRY!

## NEWS RELEASE

Indoogoo is believed to be the first website in the industry to offer online trading services within the social network model. The site is also home to Yard Talk, a social blogging service that allows users to discuss industry news, ask questions and debate key topics. This provides OEMs with a unique, close connection to a wealth of customers and contractors.

“Indoogoo is the only platform in the industry offering these trading and networking services in one place,” says Mark. “The site is ideal for large OEMs and their dealers, but single traders, start-ups and smaller companies can benefit from all our services too. Indoogoo is changing the way heavy equipment is traded online for all industry professionals.”

Ends.

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### About Indoogoo

**Indoogoo is the social network for heavy industry.**

Founded in 2012, the website offers users the opportunity to buy, sell, rent and hire heavy equipment, while expanding their social and trading networks. Users are able to create a company profile and upload listings that include up to 10 photos and four videos per piece of equipment, as well as a comprehensive resource library. The site is a valuable tool for construction companies, equipment dealers, rental companies, oil and gas companies, contractors and service providers, and its strict privacy policy is based on the principles of trading within heavy industry. Connections and contacts are kept private, giving users all the benefits of a social network with the security of their own private trading network.

Indoogoo is registered in the UAE, and its offices are located in Dubai.