

CASE Releases New Fan-Influenced Cut of “On the Case” Music Video

Video gives thanks to the hard working men and women of the construction industry; new video uses pictures submitted by fans and taken at construction industry events.

Racine, Wis., Nov. 26, 2014

[CASE Construction Equipment](#) debuted a new fan-influenced version of Kip Moore’s “On the Case” video today at www.CaseCE.com/OntheCase. The song was developed to give thanks to those who work in the construction industry, and the new video cut combines the original video dedicated to the hard working men and women of the construction industry with photos submitted by fans after the contest was announced on Labor Day.

Fans that submitted photos were entered to win tickets to Moore’s [“CMT ON TOUR 2014: UP IN SMOKE”](#) tour, which ends November 29.

For more information on Kip Moore, visit KipMoore.net. To vote for Kip Moore for "Breakthrough Artist of The Year" tweet: Vote @kipmooremusic for #ACCAwards Breakthrough Artist.

For more information on CASE, visit CaseCE.com.

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Currently nominated for "Breakthrough Artist Of The Year" at the year's American Country Countdown Awards, MCA Nashville recording artist Kip Moore's album UP ALL NIGHT was the best selling debut from any solo male country artist released in 2012 and 2013, and produced three back-to-back No. one singles with the PLATINUM-selling "Somethin' 'Bout A Truck," "Beer Money" and "Hey Pretty Girl." Moore kicked off this year out on the road with Lady Antebellum and Tim McGraw, and this fall launched his own headlining CMT On Tour 2014: Up In Smoke with multiple sold out dates. Since Moore's debut he has consistently garnered attention for his live show with *Chicago Sun Times* heralding Moore as "Carving his own niche in country music...that sets him apart from the flock of country music rockers" and *Minneapolis Star Tribune* noting Moore “proves to be a country contender...able to thrill.” For the latest updates, visit www.kipmoore.net.



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.

CASE Construction Equipment 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.cnhind.com.

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