**CASE Appoints New Business Director for the UK and ROI**

*Leigh Harris is set to lead business development for CASE*

Turin, 30 January 2017

CASE is pleased to announce the appointment of Leigh Harris as Business Director for the UK and ROI.

Previously Director of Network Development EMEA at CASE Construction Equipment for the past three years, Leigh also brings 10 years of experience in the construction equipment industry to his new position with CASE.

Leigh said: “I am looking forward to my new role. This is an exciting time for CASE and we have all the right elements in place to further strengthen the CASE brand. With a strong CASE dealer network, a reputation for quality and more new products on the way, we plan to grow our CASE business in the UK/ROI still further.”

Andy Blandford, Vice President CASE Construction Equipment EMEA said: "Leigh is the natural choice for this role – he knows the UK market, our customers and dealers well and he has ambitious plans to grow our CASE business in the UK still further."

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*CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 loader/backhoes, 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)*.*

*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.cnhindustrial.com*](http://www.cnhindustrial.com)*.*

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