

CASE set to deliver a sneak preview and more at Samoter 2017

CASE announces its line-up for Samoter which includes a renewed product series and a brand new livery

Turin, 22 February 2017

CASE Construction Equipment will debut its brand new range of C Series mini excavators, and give a sneak preview of the new G Series wheel loaders, as well introduce its new livery, at Samoter 2017 – CASE's 175th anniversary year.

The layout of CASE's stand at the internationally renowned exhibition in Verona from February 22-25 has been deliberately organised into sectors (urban construction, infrastructure, quarrying and recycling) to reflect the brand's focus on customers, making it even easier for visitors to find the offer for their business.

An excavator simulator will also give visitors the opportunity to experience what it is like to operate a CASE machine. They will also be able to participate in a driving simulator contest to uncover the CASE logo, with each day's fastest operator being rewarded with a CASE surprise.

The new mini excavators line-up

CASE's brand-new range of C Series mini excavators will debut at Samoter. There are currently six models available (from 1.7 to 6 tonnes), with more models to be added during 2017 and 2018.

The new C Series is a technological landmark for the mini excavator market, including more features, higher performances, maximum comfort and improved safety.

Gaston Le Chevalier de la Sauzaye, CASE product manager for mini excavators, commented: "The mini excavators are essential machines for the construction industry in Italy and Europe. With the new CASE C Series, we satisfy our clients' main requests: exceptional productivity, comfort and safety."

Tier 4 Final backhoe loaders make their debut

CASE will also be exhibiting its new upgraded T Series backhoe loaders. This range now complies with Tier 4 Final regulation on exhaust emissions thanks to the exclusive CASE SCR-Only

solution that ensures powerful performances with remarkable fuel efficiency, and eliminates the need for diesel particulate filters, diesel oxidation catalysts or regeneration.

New machines livery: Interior and exterior restyling by CNH Industrial Design Centre

The new design being introduced at Samoter is part of CASE's strategy to further strengthen the brand.

David Wilkie, director of CNH Industrial Design Centre, explained: "We had two main objectives with this project. On the exterior, to create a design that would communicate solidity and precision, in addition to distinguishing the CASE brand and reflect its history and values on all the models. On the interiors we focused on improving comfort and quality of life on-board, using specifically-developed seat trim and materials."

A European 'sneak preview'

Visitors to Samoter will also be treated to a 'sneak preview' of the new G Series Wheel Loaders before the official launch in the coming months. They will be able to catch a glimpse of the new machines but to have all the technical details and to test drive them, they will have to wait for the official European launch in the coming months.

Alain De Nanteuil, EMEA product marketing manager, CASE wheel loaders, says: "I can't go into details yet but the new G Series wheel loaders are a huge leap forward, with respect to the already excellent present machine generation which is already highly rated for its reduced fuel consumption and ruggedness. These will be the most silent CASE wheel loaders ever, with new and revolutionary features that will make them the leading players in the industry. Come and see them: it will be worth it!"

The entire CASE range on display

In addition to the new mini excavators and Tier 4 Final backhoe loaders and the new wheel loaders, machines from across CASE's extensive portfolio will be on display. This includes the CX210D tracked excavator (with NLC narrow carriage), wheel loaders, skid steer loaders and compact track loaders. An Astra HD9, together with the new G Series wheel loader, will be displayed to show the perfect duo for quarry applications.

On the Iveco stand visitors will see a versatile Iveco Daily van and a CASE CX26C mini excavator. CASE machines and Iveco and ASTRA vehicles will be shown together to highlight how the two lines provide a complete solution for construction businesses.

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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.

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