

CASE Construction Equipment shines in Diamond role at INTERMAT ASEAN 2017

Bangkok, 8 June 2017

CASE Construction Equipment will provide a major attraction for visitors to the INTERMAT ASEAN 2017 exhibition in Bangkok, from 8-10 June. As the Diamond sponsor of the show, CASE will exhibit a wide range of innovative, highly productive machinery solutions inside the halls, with additional equipment available for customer appraisal in the external working areas.

CASE has been a leading supporter of the INTERMAT exhibition in Paris for many years and it had no hesitation in supporting as its lead sponsor the first edition of this new show for the ASEAN region.

CASE, a brand of CNH Industrial Group, was founded in 1842 in Wisconsin, USA and over the last 175 years has built a reputation as a global full line supplier and one of the world's leading manufacturers of construction equipment.

South East Asia is an area of major growth, supported by CASE as a committed partner for construction and rental customers in this region. As a global manufacturer with more than 90 different models, CASE Construction Equipment provides those companies with crawler excavators, midi excavators, wheel loaders, motor graders, crawler dozers, soil compactors, skid steer loaders, backhoe loaders and compact track loaders in the ASEAN markets.

Alvin Lim, CASE's Business Director for South East Asia, Pakistan and Japan, said: *"This is an incredibly diverse and exciting region of the world in which to do business and CASE continues to expand its presence in South East Asia to satisfy customer demand. CASE equipment and technologies deliver productivity, efficiency, fuel economy and cost effective benefits for the customer. This exhibition, which comes in conjunction with CASE's 175th anniversary, provides the perfect opportunity to demonstrate these features to new customers and to build on our existing relationships with machine operators throughout South East Asia."*

Full range of innovative equipment solutions

Highlights at the INTERMAT ASEAN show will include CASE equipment for road construction such as crawler excavators, motor graders and vibratory compactors; products for quarries operations such as wheel loaders and of course the CASE backhoe loader for general construction.



PRESS RELEASE

Road Construction Machinery: CASE equipment is heavily involved in every stage of road construction and maintenance across the world. The company offers a wide range of crawler excavators from mass excavation machinery to compact models. CASE motor graders create contours and finished grades for base layers, while vibratory compactors deliver the strength and structural integrity for highway top layer construction.

Quarry Equipment: Supplying raw materials to vital infrastructure and construction projects throughout the region, quarries play an important role in the building process. CASE has a wide range of wheel loaders, designed to deliver best-in-class horsepower and massive torque to every work cycle.

Building and Infrastructure: As one of the creators of the backhoe loader concept, CASE construction machinery has been at the forefront of development in many countries. From owner operators to the largest contractors and rental companies, the CASE backhoe loader continues to deliver a multi-tool handling solution that is unparalleled throughout the industry.

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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.

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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