

## **CASE Construction Equipment celebrates success at INTERMAT ASEAN 2017**

Bangkok, 12 June 2017

The first INTERMAT ASEAN exhibition, held over three days in June in Thailand, has been hailed as a major success by organisers and exhibitors. Diamond sponsor CASE Construction Equipment in particular welcomed the opportunity to support this new show and to meet with so many existing and potential new customers from across the South East Asian region.

*“South East Asia is enjoying a period of sustained growth and we at CASE Construction Equipment are playing a leading role in supporting contractors and rental companies across this rapidly expanding region,”* said Alvin Lim, CASE’s Business Director for South East Asia, Pakistan and Japan.

*“This new exhibition delivered the possibility for us to demonstrate a wide range of our machinery, as well as to show customers our latest innovative operating technologies, across many industry sectors. CASE is delighted to have played such a central role in establishing this important new exhibition, as the leading sponsor of the event.”*

During the exhibition, CASE delivered a series of seminars and meeting for its dealers from across the ASEAN region. CASE’s distributors and staff attended the show, meeting customers from Thailand, Myanmar, Philippines, Taiwan, South Korea, Indonesia, Malaysia, Singapore, Vietnam and Cambodia and building strong relationships for the future.

CASE Construction Equipment continues to support governments and infrastructure providers across the South East Asia region, with a full line of construction and quarrying machinery and a range of management and operational solutions designed to boost productivity and efficiency on site.

The company will continue to work with its dealers throughout the region going forwards, to build partnerships with our customers, delivering the right machinery and support services to keep that equipment operating. With a stable network of strong dealers, providing the highest level of sales, service and spare parts back-up, CASE has the global resources to meet the needs of those customers.

*“As the Diamond sponsor, we are delighted that INTERMAT ASEAN 2017 has been such a great success and we look forward to building upon this inaugural show in the future,”* said Mr Lim.



PRESS RELEASE

*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).*

**For more information contact:**

Francesca Mazza  
CASE Construction Equipment  
Press Relations SEA  
Email: [francesca.mazza@cnhind.com](mailto:francesca.mazza@cnhind.com)  
Phone: +44 7841 568487

Danilo Catalucci  
CASE Construction Equipment  
Head of Marketing Manager SEA & Japan  
Email: [danilo.catalucci@cnhind.com](mailto:danilo.catalucci@cnhind.com)  
Phone: +66 2 645 8126