

CASE Construction Equipment Announces 2018 “Diamond Dealer” and “Gold Dealer” Award Winners

Sixteen dealers across North America recognized for excellence in sales and support of CASE Construction Equipment.

Racine, Wis., October 4th, 2018

[CASE Construction Equipment](#) has named its 2018 “Diamond Dealer” and “Gold Dealer” award recipients as a part of its North American Construction Equipment Partnership Program. The awards recognize dealerships across the US and Canada for excellence in five categories including sales performance, marketing and communications, product support, parts support and training.

The 2018 Diamond Dealer award winners are: ASCO (Texas), Crawler Supply (La.), Groff Tractor (Pa., Md., N.J.), HiTrac (1974) (Winnipeg, Manitoba), J.R. Brisson (Ontario, Quebec), Kucera Farm Supply (Ontario), Longus Equipment Inc. (Quebec), McCann Industries (Ill., Ind., Mich.), Monroe Tractor (N.Y., Mass., Conn.), Nueces Power Equipment (Texas), Redhead Equipment (Saskatchewan) and State Equipment (Ky., W. Va.).

The 2017 Gold Dealer award winners are: Eagle Power & Equipment (Del., Pa.), Hills Machinery (N.C., S.C.) and Lawrence Equipment (Va.).

“Our Diamond and Gold dealers truly represent the professional partner that customers seek when choosing a brand,” says Michel Marchand, vice president — North America, CASE Construction Equipment. “These exemplary dealerships live up to the CASE brand promise throughout every aspect of their business: hiring the right people, delivering a differentiated level of service in market, and building enduring relationships with their customers.”

CASE’s Partnership Program is designed to increase dealer performance per the results of a dealer assessment while encouraging them to excel in their role as a “Professional Partner” to customers.

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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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