

### **CASE Announces 2019 “Kickstart” Business Development Program**

*Winner receives free six-month [compact track loader](#) and laser grading box lease, professional business consultation from Ken Thomas and Ben Gandy of [Envisor Consulting](#), fleet consultation from CASE, free GIE 2019 admission and a full set of [Pave Tech](#) Crusader Hammer Tools.*

Racine, Wis., October 17, 2018

[CASE Construction Equipment](#) is now accepting entries for the 2019 [CASE Kickstart Contest](#), a business development program where landscape contractors enter to win a suite of prizes designed to advance the capabilities, expertise and development of their operation. Business owners are encouraged to enter the contest at [CaseCE.com/Kickstart](#) by answering a few basic questions, and describing how they will evolve their services if they win the contest. The entry period opens November 1, 2018 — the deadline for entry is February 28, 2019.

One (1) grand-prize winner will take home the following package:

- A six-month lease on any CASE [compact track loader](#) (CTL) paired with a CASE laser grading box.
- A yearlong consultation with Ken Thomas and Ben Gandy of [Envisor Consulting](#).
- A full set of (6) Crusader Hammer Tools by [Pave Tech, Inc.](#)
- Fleet management consultation and recommendations from CASE staff throughout 2019.
- Custom-branded CASE apparel/uniforms for staff.
- Up to five passes to [GIE+EXPO 2019](#) in Louisville, Kentucky.

CASE representatives, in conjunction with Envisor, will select the winning entry. Runners up (total number to be determined based on entries) will receive select consultative considerations from CASE, as well as tickets to GIE 2019. Austin Kirby — owner of [KirbAppeal Lawn & Landscape, LLC](#) of Oxford, Alabama — won the inaugural contest in 2018.

“We were impressed with the quality of entries in 2018, and we expect there to be even greater interest and competition in 2019,” says Michel Marchand, vice president – North America, CASE Construction Equipment. “The entrepreneurial spirit and work ethic of landscapers helps build the community around us, improve the environment we live in and create good jobs in the industry — Kickstart is designed to accelerate that growth for the winner and guide them into future business and career growth.”

“The Case Kickstart program will provide skilled industry entrepreneurs with valuable resources including intellectual capital and equipment, that will Inspire and empower them to achieve their greatest success” says Ken Thomas, co-founder, Envisor Consulting. “We are looking forward to offering our years of industry success, experience and support to the Kickstart 2019 winner!”

For more information on this contest, and the entire offering of CASE equipment and business intelligence for the landscaping industry, visit [CaseCE.com/landscaping](#).

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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](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.cnhind.com](http://www.cnhind.com).

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