

CASE Construction Equipment hosts construction's toughest competition between the best machine operators in Europe

Italy beats 9 other countries to win the Best Team award and Francesco Novelli from Italy wins Best Operator at the CASE Rodeo International Final 2018

Turin, 25 October 2018

The best construction machine operators from all over Europe met together at the CASE Customer Centre in Paris on 20 October for the annual CASE Rodeo Final.

Teams from 10 countries battled through fiercely competitive national competitions to make it to the international final. In four Wild West themed games, operators used a range of CASE equipment to demonstrate agility, speed and technical skill. The games are designed to push operators to the limit as they demonstrate the versatility, power and flexibility of each CASE machine.

Each game was designed for a specific CASE model and operators raced against the clock, being careful not to incur time penalties for errors.

Four competitions to test every skill

This year, CASE's TV380 Compact Track Loader took centre-stage in the *Lawless Loader* game. Competitors were reminded of the Football World Cup as they picked up a ball balanced on a cone and raced to score a goal. Francesco Novelli from Italy showed perfect ball skills and won this event with a time of 1:51 minutes.

Keeping to the sports theme, *Little Bighorn* was the next challenge. Operators showed their skill with the CASE 695 ST Backhoe Loader, racing to collect five balls across a court to score as many baskets as possible. Again, Italy's Francesco Novelli came first with a score of 5 baskets in just 2:23 minutes.

Perhaps the most technically demanding challenge, *Cherokee Crawler*, was next up. Operators had the difficult task of manoeuvring a weight hanging from the bucket of a CASE CX245D Crawler Excavator to follow a channel in a platform and write the word 'CASE'. Time penalties were given every time the undercarriage or table moved. Luca Toffanin made it a hat-trick for Italy and showed unbelievable composure and concentration, completing the challenge in just 1:19 minutes.

Next, it was time to demonstrate controlled power with the CASE 621G XT Wheel Loader in the *Wild Wheels* event. Competitors carefully balanced cubes on the bucket while navigating a complex path and returning to the garage. Niels Schmidt won for Denmark by completing this challenge in the fastest time, navigating the track in 2:38 minutes.

Plenty to celebrate for Italy and Denmark

In the evening, competitors were taken to a gala dinner at the Hippodrome Racecourse in the picturesque town of Chantilly, near Paris. Here at this site, famous for its rich history of competition of a different kind, the operators enjoyed horseracing entertainment with a panoramic view of the track. Prizes were presented to the individual event champions and Italy was awarded the team of the year, with Denmark in second place. Francesco Novelli from Italy was awarded the overall event prize: an all-expenses-paid trip for two to Bauma 2019. As well as enjoying a VIP reception at the CASE Stand at Bauma, Francesco will stay at a 4-star hotel in the centre of Munich and experience an exclusive sightseeing trip in and around the area.

“The CASE Rodeo continues to be an important event in the construction industry calendar,” says Elsie de Nys, Global Network Development Director and EMEA Network Development and Brand Marketing Director for CASE. “CASE operators are part of the CASE family and we are delighted to meet them personally at the rodeo. Each year we are amazed at the skills operators demonstrate with our machines. We see CASE equipment being used to its maximum potential, although in some very unusual ways. More than anything, the event provides an excellent opportunity for us to speak directly to the people behind the machines and to get their valued feedback on our product range.”

Qualifying events will be taking place from February to September 2019 for a special joint celebration, of both the tenth CASE rodeo final and the tenth anniversary of the Rodeo's home: the CASE Customer Care Centre in Paris. The CASE Rodeo 2019 will welcome more teams, celebrating the best operators in Europe and showcasing the unique capabilities of CASE equipment.

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