

## Spirit of the Eastern Culture shines through CASE machinery Customer Day in Khabarovsk

*Demonstrations in the Khabarovsk Region gave valuable insights into optimising the effectiveness of modern construction machinery.*

Khabarovsk, 06 11, 2018



More than 80 representatives from large industrial enterprises attended the annual CASE Customer Day at the end of September held by Tekhservice, the official CASE Construction Equipment Dealer in the Far East.

The guests were impressed by a rich and interesting event agenda, which traditionally began with a large-scale demonstration of a wide range of the world-famous highly-efficient CASE machinery: backhoe loaders, skid steers, graders, crawler excavators and attachments. The 80-tonne giant CASE CX800B, the heaviest excavator in the lineup was the center of attraction for the audience, which was on display for the first time in the region.

Alexander Markov, Business Director for CASE Construction Equipment in Russia and Belarus noted: "The Far East is a strategic region for the company and we highly appreciate the commitment of the dealer Tekhservice to developing the business in this territory. We are pleased to offer our Full Product Line to our customers, professional aftermarket support and flexible financial services."

Guests were offered test drives and detailed consultations from the dealer's specialists and a product team about the novelties and technical advantages of CASE machinery as well as flexible financial solutions on the purchase from financial partner CNH Industrial Capital. The CASE CX370B excavator was delivered to a customer during the Customer Day while the other presented products were displayed for purchase.

An entertaining program added a further buzz to the atmosphere of the event. Air gymnasts performed spectacular tricks with the construction machinery. The guests also became a part of the performance, playing tic-tac-toe with the shovel of a backhoe-loader from the cabin, skillfully controlling the equipment. As they cut into the concrete slab, customers were able to witness the high quality of the skid steer's attachment firsthand.

At the end of the programme, a crawler excavator became a work of art with its bucket and boom painted with a dragon design. This symbolism which was not chosen by chance, it is a nod to the

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robust CASE excavators that are manufactured in Japan. Event guests witnessed the exciting “struggle” of an aerial gymnast dressed in kimono with a dragon excavator.

*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).*

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