

CASE Construction Equipment expands its presence in Indonesia

Jakarta, 26th December 2018

CASE Construction Equipment, a brand of CNH Industrial, has recently expanded its distributor network in Indonesia with the appointment of **PT. Altrak 1978** for its heavy line of construction equipment. The signing ceremony was held on 23rd November and it was attended by CNH Industrial's Managing Director for South East Asia, Pakistan & Japan, Mark Brinn; CASE's Business Director for South East Asia, Pakistan & Japan, Alvin Lim; PT Altrak 1978's CEO and President, Loeky Moniaga and other senior officials from both companies. With the appointment of PT. Altrak 1978, CASE aims to increase its presence in Indonesia, which has grown thanks to the excellent reputation garnered by its machines and its professional dealer network in the country.



PT. Altrak 1978 has established a well-known presence and 40 years' worth of experience in Indonesia, first as distributor for CNH Industrial's agricultural brand, New Holland Agriculture, and now also supporting the CASE Construction Equipment brand. Its teams of experienced sales people and service technicians based at its 40 branches across the country will be able to provide mining and heavy construction operations with the high productivity, efficiency, fuel economy and cost effectiveness of CASE equipment and technologies. Working closely with CASE, they will also support customers with expert advice and services, helping them run their business effectively and productively.

Alvin Lim, CASE's Business Director for South East Asia, Pakistan and Japan, said: "CASE is proud to announce the expansion of its network in Indonesia and its aim to establish a strong partnership with PT. Altrak 1978. Their team is highly professional and trained to give our CASE customers advice on the best models and specifications as well as on financing and planned maintenance packages that they need for their businesses and operations. The appointment of PT. Altrak 1978 as an additional distributor for our CASE heavy equipment, enables CASE to provide even more dedicated professional support to its customers in the growing mining and heavy construction sectors."

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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.



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.

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