

CASE Announces 2019 Kickstart Landscape Business Development Winner

Daybreaker Landscapes of Union, Illinois wins a prize package that includes professional business consultation and a six-month lease on a CASE compact track loader and laser grading box with SiteControl.

Racine, Wis., March 11, 2019

[CASE Construction Equipment](#) has announced the grand prize winner of the [2019 Kickstart Landscape Business Development](#) contest: Daybreaker Landscapes of Union, Illinois. CASE Kickstart is a business development contest in which landscaping contractors throughout North America can win a suite of prizes aimed at improving both their technical work and their business practices.

Jeff Rausch of Daybreaker Landscapes was selected for his drive, his clear vision for his business' future, his ability to persevere through challenges, and his eagerness to further learn and grow each aspect of his business. The company specializes in full landscape and hardscape installation, lawn care and snow removal in Northern Illinois. As part of the package, Rausch will get:

- A six-month lease on any CASE [compact track loader](#) (CTL) paired with a [CASE laser grading box](#) with SiteControl.
- 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.

"The package that CASE has put together matching equipment with business consultation is exactly what I need at this stage in my business development," says Rausch. "I started this business with no capital, no equipment — just a company name, a dream to be my own boss, and a strong desire for success. Winning Kickstart, and working with the guys at Envisor, will give me fresh insight into ways to run this business more efficiently and profitably. This package is what I need to build my business to the next level. I am extremely grateful to CASE for selecting me and affording me this amazing opportunity!"

"Jeff has the drive to take the tools provided by Kickstart and apply them in ways that will improve almost every aspect of his business," says Michel Marchand, vice president – North America, CASE Construction Equipment. "We're confident he'll take full advantage of this win and use it to improve his business and the community around him."

Business owners entered the contest by answering basic questions about their operation, and describing business goals for the year ahead. For more information on this contest, and the entire offering of CASE equipment and business intelligence for the landscaping industry, visit [CaseCE.com/landscaping](#).

###



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.

For more information, contact:

Bill Elverman
262.757.5803
bill@pkamar.com

Jessica Klein
262-221-5508
Jessica.klein@casece.com

Brandon Jaynes
219.263.8981
brandon@pkamar.com