

CASE Construction Equipment unveils new CASE Certified Used machines at bauma 2019

Turin, 8 April 2019

From its new location at stand FN 817, CASE will debut its new CASE Certified Used offering at bauma 2019. CASE Certified Used machines are premium used machines, tested to the most rigorous standards, offering customers like-new performance and appearance for a lower total cost of ownership. CASE Certified Used provides a new way to own a CASE machine.



PRESS RELEASE

“Inspected, tested, certified – this is the mantra we have developed for our CASE Certified Used machines, perfectly capturing the level of testing and approval a machine must undertake before it is deemed certified used,” says Jean-Philippe Soussan, CASE Used Equipment Manager, Europe. “We want to provide our customers with a different way to own a CASE machine, giving them access to our range of market-leading features and innovations without the initial financial outlay for a brand-new machine.”

In order to be considered for accreditation as a CASE Certified Used machine, the vehicle must be less than four years old and have a full preventative maintenance history. Compact machines must have less than 3000 operating hours and heavy line machines less than 6000 hours. Every machine is assessed by official CASE dealers against a strict set of criteria, receives a full preventative maintenance service, including replacement of any sub-standard parts with CASE Genuine Parts, and pass inspection of up to 120 different checking points. These are all part of the seven steps to as-new quality that every CASE Certified Used machine must follow before it is given its certification by CASE and deemed ready for purchase.

“Being thorough ensures those who choose a CASE Certified Used machine receive maximum quality. Quality, value and a low total cost of ownership are of highest importance to our customers and we can think of no better way to guarantee this than the seven-point plan we have devised for assessing CASE Certified Used machines,” continues Soussan.

As is the case with their new counterparts, CASE Certified Used machines are eligible for a range of benefits. These include CASE maintenance and repair contracts, CNH Industrial Capital financing, CASE SiteWatch™ GPS fleet management system and CASE SiteControl™ machine control solution.

“Our objective is to provide a range of machines that focus on customers who give priority to a lower total cost of ownership,” continues Soussan.

“bauma 2019 is the ideal event to unveil such a new and exciting way to buy CASE machines. We are delighted that the CX145D SR machine used in the special CASE Rodeo game will be Certified Used; there is no better way to demonstrate the capabilities of these machines,” concludes Soussan.

Visit the CASE stand, FN 817, at bauma 2019 to discover more about CASE Certified Used, as well as a broad range of product innovations, tours, and masterclasses spread across the week. In addition, CASE will also launch a website dedicated to used equipment, allowing dealers to list machines for sale and customers to enquire about buying. Listings will begin to appear across this site in the months that follow bauma 2019.

Notes to editors:

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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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