

CASE Construction Equipment launches CASE Operators Club at bauma 2019

Turin, 8 April 2019

From its new location at stand FN 817, CASE Construction Equipment will launch its brand-new Operators Club at bauma 2019. New members will be invited to join via a dedicated area in the Rodeo section of the CASE stand.

“We want to give back to this community, to give rewards to our operators and to provide additional insight and previews. Operators repeatedly tell us the pride they feel in using a CASE machine, and now they have a forum and organisation in which to share this,” said Nicola D’Arpino, Head of Sales and Marketing in Europe for CASE.

After joining for free, CASE Operators Club members will instantly gain access to the private CASE Operators Facebook group, providing an ideal forum to trade experiences and knowledge. As well as this, they will also receive a welcome pack containing a CASE Operators Club-branded t-shirt, safety vest and cap, and be entitled to discount at the CASE shop at bauma 2019. Future plans for the club include special events, competitions and close involvement with the CASE Rodeo.

“The Operators Club is the perfect way to strengthen the relationship between CASE and our most important stakeholders, the people who drive and operate our machines. Creating a community where operators can interact and share their experiences with each other, and with CASE, strengthens our bonds. Together we can create a supportive environment where all operators can continue to learn. We pride ourselves on being experts for the real world and we innovate to provide practical and intuitive solutions for our customers. The CASE Operators Club conversations could be the inspiration for the CASE machine designs of the future,” continued D’Arpino.

Those operators not at bauma will be able to sign up to the club via a dedicated section on the company’s website that is due to launch after the event. Further information on both this and the club will be issued on social media through the hashtag #CASEoperatorsclub and can also be found on the CASE website.

“We hope as many CASE operators as possible will take the chance to join the club. Developing this community will generate a powerful tool for both CASE and its operators for many years to come,” concluded D’Arpino.



PRESS RELEASE

Notes to editors:

Please visit our website to download high-resolution text, video and image files (JPG 300 DPI, CMYK) and other CASE press releases: www.casecetools.com/press-kit

Follow CASE on:



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.

For more information contact:

Emma Oddie – Copestone on behalf of CASE Construction Equipment

+44 (0) 7508 872870

emma@copestone.uk.com