

CASE Construction Equipment plays key role in Goodwood Festival of Speed set-up

Turin, 2 July 2019

The Goodwood Festival of Speed, presented by Mastercard, is an epic undertaking from start to finish, with more than 650 cars worth in excess of £1.8 billion performing for a crowd of more than 200,000 across four days. CASE Construction Equipment's machines have been on hand to assist with the set up for this year's event as part of CNH Industrial's ongoing relationship with The Goodwood Estate.

"It is incredible to be part of an event like the Goodwood Festival of Speed, which continues to grow in scale and in the expectations of its visitors from around the world," says Anthony Bouvié, Business Director Northern Europe, CASE Construction Equipment.

"Helping to create one of the most prestigious automotive events in the world is a fantastic showcase for our services and a real opportunity to show creatively the inherent strengths of our machinery."

A recent addition to the Festival of Speed line up has been the [Goodwood Action Sports arena](https://www.goodwood.com/motorsport/festival-of-speed/explore-festival-of-speed/goodwood-action-sports/) <<https://www.goodwood.com/motorsport/festival-of-speed/explore-festival-of-speed/goodwood-action-sports/>>, showcasing freestyle BMX and Motocross riders during daily, on-the-hour live performances. The CASE 721G wheel loader has been instrumental in building this year's urban experience, efficiently transporting the large loads required to build a spectacular and challenging course.

"The CASE 721G has been ideal for setting up this year's Goodwood Action Sports (GAS) Arena, offering the combination of power and precision that is essential when building a course that is both thrilling for spectators and safe for riders," says Dan Garlick, General Manager of the Goodwood Festival of Speed.

ASL Active, the contractors responsible for producing the GAS Arena highlight the importance of reliability and power in constructing the course. Matt Bates, Head of ASL Active, comments: "The CASE wheel loader is such an important tool for us in every course that we construct. Using this machine during the build of the GAS Arena has meant that we could create the perfect world-class course for internationally recognised athletes to perform."

As well as the CASE 721G, Goodwood is also using its CASE 321F compact wheel loader, 695 ST backhoe loader, CX37C mini excavator and SR210 skid steer loader during the Festival of Speed set up.

"Seeing a broad range of CASE machines offering such valuable assistance is a testament to our philosophy of providing solutions to real-world challenges. Producing an event of this scale requires having the perfect tools at your disposal, something that the CASE machines have proven themselves to be," continues Bouvié.

This year's Goodwood Festival of Speed takes place on 4-7 July 2019.

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