

CASE Construction Equipment's UK Eagle Day gives visitors a unique chance to get hands on with CASE machines

Turin, 1 July 2019

On 16 July between 09:00 and 17:00 BST, CASE Construction Equipment will host a CASE Eagle Day at Maltby Colliery, Tickhill Road, S66 7QW, a 500 acre, fully operational colliery. CASE dealers from all over the UK will be bringing guests and giving them the opportunity to get fully hands on with a range of heavy line CASE machines, including dozers, excavators and wheel loaders. Visitors with operator licences will be able to take full control of the machines in a real job site.

“We wanted to design a fully immersive day centred around the visitor’s experience. That’s why we have chosen an open and working site and allowed people to arrive at any time that suits them during the day. This is the best way to truly experience a CASE machine – on your own terms and with expert guidance from a range of CASE representatives stationed across the site,” says Anthony Bouvié, Business Director Northern Europe, CASE Construction Equipment.

Visitors will be accompanied on one-on-one walk arounds with a series of experts from both CASE and the company’s two main attachment partners, Steelwrist and Leica. In addition to this, CASE will also showcase its full range of 360° solutions, such as SiteWatch™, SiteControl™, CNH Industrial Capital Finance and CASE Genuine Parts.

The full machine line-up includes 1021G and 821G CASE wheel loaders, 1850M and 1650M CASE dozers, all equipped with Leica Geosystems, CX300D and CX145D CASE excavators equipped with Steelwrist tilt rotators and a SV300 skid steer loader.

“This working colliery site gives visitors the chance to operate some of our larger machines. Our machines are built for the real world and it makes sense that prospective customers should be able to try them out in a real-world application,” continues Bouvié.

As well as showcasing CASE machines, attachments and solutions, the Eagle Day will also host the UK qualifying round for the 2019 CASE Rodeo. Competition will be tough this year, with one position on the UK team already taken by the bauma Rodeo winner. The two fastest operators from the Eagle Day will go on to represent the UK in the special tenth anniversary final, held on 18-20 October 2019 at the CASE Customer Centre, Paris.

“We’re ready to welcome visitors to the 2019 UK Eagle Day and can’t wait to provide all those in attendance with a truly enriching CASE experience,” concludes Bouvié.

Ritchie Bros. auctioneers will also be hosting their used equipment auction next to the site on 16-17 July 2019.



PRESS RELEASE

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