

CASE announces appointment of new dealer partner in Thailand

Bangkok, 31 July 2019

CASE Construction Equipment announces that the Bangkok-based company **AVN Motors** has been appointed as its **new official dealer in Thailand**.

Providing excellent technical support, after-sales service and an in-depth knowledge of CASE product range, AVN Motors will support CASE from its premises in Bangkok and across Thailand, to serve Thai construction businesses better than ever before.



“CASE first entered the Thai market in early 2000, mainly with backhoe loaders. In light of our product line expansion and the establishment of our local branch in the Bang Na area, in Samutprakarn Province, we decided that it was in the best interest of our Thai customers to improve our presence into the market,” said Danilo Catalucci, General Manager of Operations at CNH Industrial Thailand. “We are delighted to be partnering with AVN Motors for the distribution of our CASE product range. AVN Motors will bring extensive experience to CASE customers and will work alongside our team to sell and support our full range of construction equipment, including excavators.”

As part of its commitment to this new collaboration with CASE, AVN has strengthened its existing sales team, and it will provide sales and after-sales services through its broad network of branches across the country. AVN Motor’s 17 branches comprise nine showrooms and 11 workshops, including 30 technicians, 15 service vehicles, and 16 stocking sites.

AVN Motors will support CASE customers across the country with support from the brand's organization and resources. It will complement the offering of CASE products with a comprehensive range of services, bringing the premium service that its customers deserve to Thailand's construction businesses.

[ENDS]

***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:

Francesca Mazza
CASE Construction Equipment
Press Relations SEA
Email: francesca.mazza@cnhind.com
Phone: +44 7841568487