

CASE Construction Equipment expands LDH Plant Ltd. territory

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Following a successful 12-year relationship with LDH Plant in South Wales, CASE has expanded the partnership to a new LDH Plant facility in Middlesbrough. The large, recently opened site will sell the full line of CASE products, as well as the entire range of after sales services, including maintenance plans, parts and CASE's telematics solution: SiteWatch.

Anthony Bouvié, CASE Business Director for Northern Europe, explains the nature of this partnership: "LDH Plant is a hugely successful dealership, showing a 30% growth on CASE equipment sales in the last year alone. But it's not just about product sales, LDH Plant embraces our philosophy of providing 360-degree solutions to our customers. Our aftersales programme has been embraced by LDH Plant and the team shows consistently high standards and significant expertise in delivering this service, an approach which is crucial to our joint success. The LDH Plant leadership team brings significant experience to this additional territory and they are well respected as industry experts."

Michael Ward, CEO of LDH Plant, explains what the deal means to his business: "Our extended partnership with CASE sees us become a major provider of CASE equipment in the UK and supports our ambitious growth objectives. We were asked to expand our territory and to mirror the success that we have already seen from our other location in South Wales.

"To grow this new area, we're building on the strong local success in the excavator market and extending this into all CASE lines, particularly wheel loaders, dozers, skid steer loaders and backhoe loaders. There is a clearly defined market for these machines in the North East of England and we're keen to match the brand's ambition to become a leading supplier of construction equipment in this area. Our investment in our new facility and in the CASE brand underpins our ambitions to grow the business by £50 million in the next four years. Our new headquarters in Middlesbrough is just the first stage of these plans."

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PRESS RELEASE

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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.

LDH Plant is a full-service CASE dealer supplying the complete range of CASE equipment and supporting aftersales services. Dealerships operate from Newport, South Wales and Middlesbrough, England. Full details about the CASE range can be found at www.ldhplant.co.uk.

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