

CASE announces Mascus as official used equipment retail partner

Turin, 17 September 2019

Following the launch of its Certified Used range of equipment earlier this year, CASE Construction Equipment has now partnered with Mascus as the company's preferred third party marketplace in Europe. Available in 38 languages and with 33 offices across the globe, Mascus is the world's fastest growing website for buying and selling heavy machinery.

"Partnering with Europe's largest online marketplace for used construction equipment provides the perfect platform for CASE dealers to showcase their used inventory," said Jean Philippe Soussan, Global Head of Remarketing, CNH Industrial. "It also gives CASE Certified Used machines far greater visibility on the market," he continued.

Working with CASE is also something Mascus are hugely pleased about, as Rickard Krøtø, Chief Operating Officer, Mascus International, explains: "Being entrusted by such a prestigious name in the industry as CASE to become their preferred service provider and online used equipment listing service of choice for their dealer network in Europe is something that makes us extremely proud.

"At Mascus, we already work and have long relationships with several CASE dealers around Europe who are using our services to sell used assets and run their used equipment webpage. Now, we are delighted to provide to their European dealer network with all the machine information and listings they could ever need in a handy mobile app," he continued.

Mascus' monthly audience is currently estimated at 3 million buyers, with this being a key factor in CASE's decision to choose the platform. "With Mascus attracting so many visitors already, and with this number only growing, they presented a huge opportunity to increase the online presence of the CASE dealer network. Moreover, offering a mobile app provides ultimate ease of use, meaning that our dealer network can quickly and easily list their equipment and browse that for sale by fellow CASE dealers.

"We look forward to seeing how the partnership progresses over the coming months given the strength of the Mascus brand," concluded Soussan.

More information about CASE Certified Used can be found at the following link:

<https://www.casece.com/emea/en-eu/solutions/case-certified-used>



PRESS RELEASE

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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.

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