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## Case IH appoints new Vice President for Europe

***Ville Mansikkamäki appointed as Vice President Case IH Europe/ Organisational change is part of CNH Industrial's 'Transform 2 Win' development strategy***

Case IH has announced the appointment of Ville Mansikkamäki to the role of Vice President Case IH Europe. He will follow Thierry Panadero, who has taken up the position of Head of CNH Industrial's Agriculture Europe Commercial Operations.

Announcing the appointment, Mr Panadero stated: "I am delighted to welcome Ville to our company. His 20 years of solid international experience in various sales, marketing, customer support and spare parts roles will make a valuable contribution to the success and development of Case IH in Europe."

Mr Mansikkamäki graduated from the Rauma Institute of Technology in Finland with a Bachelor of Science (BSc) degree in Logistics, Materials and Supply Chain Management. He joined Valtra Inc as Customer Service Manager in 2001 and subsequently gained an Executive Master of Business Administration (EMBA) degree from the University of Jyväskylä. After a number of roles within Valtra Inc and its parent, Agco Corporation, he held the post of Director, Sales Valtra EAME (Europe, Africa, Middle East) in the seven years prior to joining Case IH.

His appointment forms part of a wider re-organization within CNH Industrial under its 'Transform 2 Win' corporate development strategy, which will allow its five operating segments to achieve their full potential and transform the Group's overall structure. This approach will maximise management focus and flexibility, align investment priorities and incentives, meet the respective business needs of each segment, and optimise CNH Industrial's cost and capital structure. This will put it in an even stronger position to drive profitable growth through significant investments into its products, technologies, operations, employees and channels.

Within the Transform 2 Win strategy, Case IH intends to strengthen its position in Europe as a provider of a full line of powerful, reliable, highly-productive products and industry-leading technology to enhance farmers' efficiency and productivity.

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Press releases and photos: <http://mediacentre.caseiheurope.com>

*Case IH is the professionals' choice, drawing on more than 175 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at [www.caseih.com](http://www.caseih.com).*

*Case IH 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](http://www.cnhindustrial.com).*

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