



PRESS RELEASE

## **CASE Construction Equipment and Jon Pardi Extend Longstanding Partnership Into 2026, Pardi to Perform at CONEXPO 2026 On March 3 in Las Vegas, NV**

*In eighth year of collaboration, CASE and Pardi set plans for video series celebrating shared passion for hard work and craftsmanship*

**Racine, Wis., March 4, 2026** – [CASE Construction Equipment](#) is proud to announce the continuation of its long-standing partnership with country superstar Jon Pardi. As part of the collaboration, Pardi performed live at CONEXPO 2026 on March 3, bringing his high-energy show to one of the construction industry's largest global stages. Together, they will also continue releasing new episodic videos that offer fans and industry professionals an inside look at his personal hands-on experience with construction equipment and ongoing earthmoving projects, a shared passion that connects him with life on the jobsite. Grounded in shared values of hard work, craftsmanship and authenticity, the partnership between CASE and Pardi has grown naturally over time, blending music, construction and real-life stories.

"Construction is such a big part of who I am and where I come from," said Pardi. "If I'm not on stage, there's a good chance you'll find me on a CASE machine working somewhere out on my property. I'm excited to continue the partnership, to shine a spotlight on careers in the construction industry and showcase some truly impressive equipment."

"We're incredibly proud to continue our partnership with Jon Pardi," said Terry Dolan, Head of CNH Construction Brands, Commercial. "As someone who owns and operates CASE equipment himself, he brings real-world experience and a genuine connection to the construction industry that make him a true ambassador for our brand."

For more information on music and for ticket information, visit [JonPardi.com](http://JonPardi.com).

**About Jon Pardi:** MCA artist [Jon Pardi](#) began careening down the highway over ten years ago, leading the charge to modernize honkytonk with roaring guitars and a good-time spirit. Pardi's reputation for punchy, against-the-wind bravado has only grown, proven with his most recent fifth studio album *HONKYTONK HOLLYWOOD*. The 17-track album is the spiritual successor to his fearless breakout hits, once again showcasing his commitment to staying true to himself, yet giving his signature sound a new spark. With four Top 5 albums under his belt - including 2016's Platinum #1, *CALIFORNIA SUNRISE* - Pardi has solidified his place in country music. Never afraid to break from the pack, fourteen RIAA-certified singles feature six No. One's (like the back-to-back 6x-Platinum "Head Over Boots" and "Dirt On My Boots"), and with years of blue-collar barnstorming behind him, the California native has earned his international headlining acclaim, alongside 9.3 billion global streams. The "spirited entertainer, with infectious energy" (*Star*

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*Tribune) will kick off his extended HONKYTONK HOLLYWOOD TOUR 2026 on March 20, hitting arenas and amphitheatres across the US and UK.*

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**About CASE Construction Equipment.** [CASE Construction Equipment](#) is a global full-line manufacturer of construction equipment that combines generations of manufacturing expertise with practical innovation. CASE is dedicated to improving productivity, simplifying operation and maintenance while achieving lower total cost of ownership for fleets around the world. The CASE dealer network sells and supports this world-class equipment by offering customized aftermarket support packages, hundreds of attachments, genuine parts and fluids, as well as industry-leading warranties and flexible financing. More than a manufacturer, CASE is committed to giving back by dedicating time, resources and equipment to building communities. This includes supporting disaster response, infrastructure investment and nonprofit organizations that provide housing and resources for those in need.

CASE Construction Equipment is a brand of CNH Industrial (NYSE: CNH), a world-class equipment, technology and services company. More information about CNH Industrial can be found online at [cnh.com](http://cnh.com).

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**Image**



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