

Case to Showcase Full Offering at Bauma Conexpo Africa 2015

Turin, 14 July 2015

Case Construction Equipment will participate in the second edition of the Bauma Conexpo Africa exhibition, which will be held in Johannesburg from September 15 to 18, 2015. In collaboration with its distributor CSE, the brand will showcase its full line of equipment and complete solutions for construction businesses, which include retail financing, expert service support and strong parts backup.



On the back of the success of its first edition in 2013, expectations for Bauma Conexpo Africa 2015 are of a high attendance – as many as 20,000 visitors with the majority coming from South Africa and other Sub-Saharan African countries. With its presence at this event, Case aims to raise its profile and create awareness of the comprehensive support it is able to provide customers in South Africa and other markets in the region through its strong dealer network.

“The African continent offers great opportunities of growth,” explains Andy Blandford, Vice President CNH Industrial Construction Equipment for Europe, Africa and the Middle East. “The Maghreb region and Sub-Saharan Africa – and in particular South Africa – are key markets for us. Bauma Conexpo Africa provides us with the perfect platform to meet our customers and show them how we are able to help them to get the job done and run their business effectively. Case has strong dealers in most of the larger African markets and offers the type of equipment that our customers need: robust, reliable machines able to operate in the toughest conditions, and at the right cost of ownership.”

A full line of equipment to meet the specific needs of African construction businesses

The products that will be on display on the Case stand are representative of the brand's wide offering and showcase its ability to offer customers a complete solution for their specific needs. On show will be the Case skid steer loaders and backhoe loaders, both trademark product lines in the brand's offering in African markets.

Among them will be the **new 570T backhoe loader**, which has been specifically designed and engineered to match the requirements of customers in the region who look for a reliable and performing machine, and a fast return on their investment. This model shares the DNA of the long lineage of Case backhoe loaders, built on the company's long history of industry firsts which include the world's first factory-built tractor loader backhoe introduced in 1957. More than 600,000 units later,

Case backhoe loaders are synonymous with performance, high lifting capacity, best digging depth, and great breakout forces.

The 570T runs a turbocharged, four-cylinder FPT Industrial S8000 Series engine that delivers a superior performance, high torque and best-in-class fuel economy. The S-shaped boom has been designed for premium digging and lifting performance, while its heavy-duty structure ensures strength and durability. The Case 570T reaches deeper than any other backhoe loader in this segment: up to 5.58 metres with the Extendahoe dipper version. Customers looking for maximum flexibility can count on the lifting hook welded to the bucket linkage when they need the rear arm to lift and handle suspended objects, a unique feature by Case. The front axle is designed to handle heavy-duty applications even in extreme conditions. This highly productive package comes with superior comfort: the largest cab in the industry is ergonomically designed to provide a comfortable workstation with excellent all round visibility. The easy serviceability maximizes uptime and productivity, while contributing to the low costs of operation.

Also on display will be the 821F wheel loader, which is particularly appreciated in the mining and quarrying industries. The F Series wheel loader delivers fast acceleration, fast cycle times, high travel speeds and productivity, together with reduced fuel consumption. The benefits that the F Series brings to construction businesses have led to these machines' steadily growing success in the region.

Case B Series crawler excavators and graders have also been meeting with increasing success as the demand for these product lines has grown, especially in the East Africa markets. The Case stand will show the CX210B and CX290B crawler excavators on steel tracks. These strong, rugged machines are built for durability and performance, while the exceptional fuel efficiency and long service intervals result in low operating costs. Also on the stand will be an 885B grader, featuring a powerful engine, rugged A-frame and moldboard design, best-in-class serviceability and excellent visibility to deliver outstanding productivity on the hardest jobs.

Complete solutions to help construction businesses operate with success

Case provides expert sales and service support through its network of strong dealers, which covers effectively most of the major African markets and with the backing of the powerful resources and organization of CNH Industrial. In South Africa, where Case has been active since 1960, the brand supports its customers in partnership with its distributor CSE –an established collaboration dating back to 1989. CSE covers the national territory through 5 branches and 24 dealers. Technical support it provided by its service network, which operates 15 service vehicles and a dedicated team of qualified technicians.

Case customers in South Africa can also benefit from the tailored financing packages and extended warranty programmes offered by Case dealers and provided by CNH Industrial Capital, a specialist in financing for the construction industry with over 50 years' experience.

Visiting our website, you will be able to download texts, high resolution image files and videos related to this press release (jpg 300 dpi, CMYK): www.casecetools.com/press-kit

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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