

CASE
CONSTRUCTION



**BECOME
OUR DEALER**

becomecasedealer@cnhind.com
00800-2273-7373

www.casece.com
EXPERTS FOR THE REAL WORLD
SINCE 1842

START STRONG

Open the doors to a CASE dealership, and you'll see the strong foundation that makes the CASE brand special - a long heritage of hard-working people, products and services driven to help our customers' businesses grow. More than 170 years of innovation make us who we are today. And your presence and support can make us even stronger tomorrow.



OUR VALUES

Jerome Increase Case didn't set out to build a major corporation. He was an innovator - a dreamer - driven by a strong work ethic, and he delivered timeless innovations that were the fabric of the industrial revolution. He knew if he did right by the customer, success would follow. Today, the CASE brand family, including our dealers, still live by these values.



HERITAGE

CASE is the expertise that comes of people living the construction business since 1842.

PEOPLE/PASSION

CASE is a community of dedicated, pragmatic and determined people who take pride in their work.

PROBLEM SOLVING

CASE provides simple and straightforward solutions to its customers' challenges.

HANDS ON

CASE is at the customer's side in the field and in their business, and actively involved in driving the industry forward.

GLOBAL STRENGTH



Case is a brand of CNH Industrial and benefits from the unique competitive advantage of being part of this major global enterprise. With a strong family of brands specializing in construction and agricultural equipment, commercial vehicles, powertrain technology, and financial services, CNH Industrial offers global scale to invest with local focus to serve.



1

Group

12

Brands

49

R&D Centers

64

Plants

62,828

Employees

6,000

Individuals dedicated to innovation

8,463

Active patents owned

\$4.8

Million invested in training

5.5%

Operating margin industrial activities

\$24.872

Billion revenues

YOUR BUSINESS PARTNER

With CASE, you have the freedom of being an independent dealership backed by professional support. That's because every CASE dealer has a dedicated team for day-to-day operations, product questions or long-term business goals.

Business Managers (BM)

Your partner for your overall business operations, including:

- Intimate knowledge of CASE products and services
- Updates on new promotions, programmes, events and opportunities
- Resource to help with inventory planning
- Driving achievement of the annual Dealer Business Plan

Product Specialists

Your regional application expert for:

- Machine configuration suggestions/support
- Customer product demonstrations
- Product training for your staff

Product Marketing Managers (PMM)

- Application guidance
- Customer visits
- Commercial training
- Competitive comparisons
- Productivity and Total Cost of Ownership advice

Service Zone Managers (SZM)

Your resource for diagnostic and preventative service programs and tools, including:

- Guidance for warranty processing and repairs
- Tool availability
- Monitoring and recognizing improvements to Dealer Service Standards

Parts & Service Sales Managers (PSSM)

Your aftersales parts and service marketing support, including:

- Individual parts and service needs assessments
- Assistance with parts marketing plan implementation
- Tools to help keep dealerships profitable year-round
- Monitoring and recognizing improvements to Dealer Parts Standards

Financial Services Managers (FSM)

Your resource for CASE financial products and services* to you and your customers, including:

- Low-rate financing options
- Leasing
- Dealer account and credit line management

Sales Support

Your resource for assistance with wholegoods administration and enquiries, including:

- Product availability
- Shipping status and order changes
- Invoicing



190

National markets

\$860

Million invested in R&D

\$8.7

Billion total available liquidity

4 KEYS TO A PROFITABLE BUSINESS MODEL

Brand reputation

The CASE brand name is recognized around the globe as a leader in construction equipment, with an accompanying reputation for engineering some of the finest-performing machines on the planet. This provides CASE dealers with a tremendous competitive advantage and the ability to sell a premium product.

Recurring revenue

Construction is not a fad. CASE dealers benefit from products that provide a steady stream of recurring revenue through parts and service, and aftermarket offerings — as well as repeat sales.

Leadership

CASE and parent company CNH Industrial, are all world-class companies led by highly experienced and educated management teams - many of whom also sit on the boards of other well-known and respected global organizations.

Respect for your independence

When you partner with CASE, you come on board as an independent dealer. This frees you to tailor your business solutions towards the needs of your customerbase and region without the restrictions of a franchise.



CUSTOMER CENTRES

CASE helps dealers take customer care to the next level with our one-of-a-kind Customer Centres. These facilities immerse you in an unmatched brand experience. Customers and dealers alike get personalized training, state-of-the-art product demonstrations and hands-on equipment operation all while also being treated to a heavy helping of CASE hospitality.



Paris

Located just 20 minutes from Charles de Gaulle Airport, the Case Customer Centre Paris helps you forge stronger customer relationships in a real work environment where they can climb into the cabs, experience the CASE quality difference and let our equipment sell itself.

Tomahawk

As an added advantage of our global status, this 500-acre site in the stunningly beautiful Wisconsin Northwoods gives customers from around the world the opportunity to operate the full range of CASE construction equipment in authentic conditions.



SALES AND MARKETING TOOLS

CASE is continually developing tools, programmes and resources that connect you with the information you need to grow your business and support your customers. Here are some examples:

DEALER PORTAL

One-stop online resource for the latest CASE equipment, parts, service and financing information.

• Tools Online

- Brand Identity

Brand Presentation

Download of Corporate Presentation.

Logo and Brand Id Material

Download logo in different file formats.

- Online Brochure Library

Literature

Brochures and spec sheets to help you communicate the latest features and benefits of CASE products.

Brochure Library On Line

For downloading Sales Literature in .pdf format.

- Image And Video Gallery

For downloading images and videos of CASE products

- AdPlanner

For creation of customized advertising pages in line with CASE Brand communications.

- Press Kit

For downloading Press releases and related pictures.

• e-Equipment (for countries using SAP system)

Order management tool also used for making retail declarations from dealer to CNH Industrial.

• European Price Lists (for countries without SAP system)

Showing all models and configurations available to be ordered.

• Attachments and DIA Kit

Showing additional equipment and Dealer Installed Accessories ordered from CNH Industrial.

• Spec Check

for finding specifications of Competitors' equipment and making comparison with CASE products.

• Case Protection Plan

Dealers who have purchased a CASE Protection Plan (extended Warranty) may register units, access quotes, and submit claims here.

• Case Site Watch (app available)

a telematics solution which gathers critical information about your machine's performance and location, and makes that information quickly available to you wherever you may be.

• Case Shop

the place to buy CASE merchandising items at Business-to-Business prices.

STST

Shoulder To Shoulder Tool for tablets and smartphones: Covers Model line-up, Literature downloads, Walk Around and Customer Advantages in an easily-portable format.



PARTS AND SERVICE SUPPORT

- **Full Parts Portfolio**
Genuine CASE parts, remanufactured parts and all-makes parts
- **PARTECH**
Online resource and tracking tool for parts technical support.
- **Case Care**
Quoting tool for service maintenance work
- **Advanced Diagnostic Service Tools**
Proprietary service tools that can pinpoint problems and maximize shop throughput.
- **ASIST**
Global online knowledge database for technical service support on all CASE equipment.
- **Warranty Information Tool (WIT)**
Dealer resource for warranty technical support.
- **NGPC**
The electronic parts catalog with powerful search capabilities and an easy to use interface.
- **Service Tool Marketplace**
Buy, rent or re-sell your special service tools.



“This partnership enables me to grow my business while providing my customers the equipment they need to build our community.”

TRAINING

Knowledge is an important part of our business. That's why CASE offers valuable dealer training right from the word "GO" with a start-up programme that focuses on our latest equipment and real-world industry challenges. It also includes hands-on training at our state-of-the-art Case Customer Centre Paris to further prepare you and your sales force to confidently and competitively enter your market. We also provide ongoing training that's available in a wide variety of flexible formats, including face-to-face, hands-on working labs and online webinars, including:

- **Unetversity**

Comprehensive web-based curriculum that provides dealers with a range of progressive courses designed to build business knowledge and skills.

- **Commercial Sales Training**

Required course for new CASE dealer salespeople to ensure they have the information they need to successfully compete in the commercial marketplace.

- **Aftersales Training**

Training and dealer certification programmes that support your parts and service growth.

- **Technical Training**

Product training on the latest technologies and advancements, to ensure dealer technicians are highly skilled at diagnosing, troubleshooting and supporting equipment performance.



We're excited to have you help make the CASE family even stronger. Here is the information you'll need to become a CASE dealer. If you have any questions, let us know.

Operational Management

- Dealer applicant has a minimum of 10 years' industry experience with proven success
- Established management team with comparable industry experience
- Strong parts and service support model
- Proven rent-to-rent business model (where applicable)
- Approved dealer business management system
 - Accounting management
 - Sales and Rental inventory management
 - Workshop and Parts management

Market Coverage

- Solid market coverage plan to include:
 - Dealership value proposition and competitive market positioning
 - Sales forecast for first three years
 - Advertising and marketing plan

Capitalization and Financial Capacity

- Owners' equity required, measured by debt-to-equity ratio of 3-to-1 or better
- Personal financial statements
- Three years of business financials
- Three years of financial forecasts
 - Balance sheet
 - Income statement
 - Cash flow

Location and Facility Requirements

- Total property size (land and buildings) should be a minimum of 750m² per Million € of proposed Case purchases (Wholegoods and Parts). And minimum floor surface area of buildings is 200m² per million € of proposed Case purchases.



Case Construction Equipment
Regional Offices

CNH Industrial - UK
First Floor, Barclay Court 2,
Heavens Walk, Doncaster DN4 5HZ - UNITED KINGDOM

CNH INDUSTRIAL CAPITAL
Subsidiaries Addresses

United Kingdom
Cranes Farm Road
Basildon, Essex SS14 3AD - UNITED KINGDOM

CNH Industrial France, S.A.
16-18 Rue des Rochettes
91150 - Morigny-Champigny - FRANCE

France
16-18 Rue des Rochettes
91150 - Morigny-Champigny - FRANCE

CNH Industrial Deutschland GmbH
Case Baumaschinen
Benzstrasse 1-3 - D-74076 Heilbronn
GERMANY - DEUTSCHLAND

Germany
Zweigniederlassung Heilbronn
Salzstrasse 185 - D-74076 Heilbronn
GERMANY - DEUTSCHLAND

CNH Industrial Maquinaria Spain, S.A.
Avda. José Gárate, 11 - 28823 Coslada (Madrid)
SPAIN - ESPAÑA

Spain
Avda. José Gárate, 11
28823 Coslada (Madrid)
SPAIN - ESPAÑA

CNH Industrial Italia Spa
Via Plava, 80 - 10135 Torino
ITALY - ITALIA

Italy
Viale delle Nazioni, 55
41122 Modena - ITALY - ITALIA

CNH Industrial Danmark A/S
Arnold Nielsens Boulevard, 140 - DK-2650 Hvidovre
DENMARK - DANMARK

For further information contact us:
becomecasedealer@cnhind.com
00800-2273-7373

CNH Industrial International S.A.
Riva Paradiso, 14
P.O. Box 564, CH 6902
Paradiso-Lugano, Switzerland



NOTE: Standard and optional fittings can vary according to the demands and specific regulations of each country. The illustrations may include optional rather than standard fittings - consult your Case dealer. Furthermore, CNH Industrial reserves the right to modify machine specifications without incurring any obligation relating to such changes.

Conforms to directive 2006/42/EC

CASE Customer Assistance
00800-2273-7373

The call is free from a land line.
Check in advance with your Mobile Operator
if you will be charged.