



BECOME A DEALER



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.

DEALERS MAKE THE DIFFERENCE

A CASE dealer is the go-to partner for our customers and the foundation of our company. It's why we choose only the best to represent our brand, and why we're committed to providing the first-class sales support a dealer needs to succeed.

EVERY CUSTOMER COUNTS

While many competitors cater primarily to large accounts, we're proud of our dealers' renowned reputation for treating all customers and their businesses — small, large and everything in between — with the same level of respect and service.

GENUINE. HONEST. STRAIGHTFORWARD

A CASE dealer provides customers with invaluable advice, support and machinery needed to get the job done. Far from just a salesperson, CASE dealers build a loyalty and partnership with their customers that can last for decades.

IN TUNE AND INVOLVED

CASE dealers are recognized leaders within their regions. They offer their knowledge and expertise and seek to give back whenever possible to help build both their customers' businesses and their communities.



GLOBAL STRENGTH

1

Group

12

Brands

48

R&D Centers

62

Plants

71,192

Employees

6,300

Individuals dedicated to innovation

7,710

Active patents owned

\$12

Million invested in training

\$2,277

Million trading profit

\$33,836

Million revenues



CNH Industrial offers the unique competitive advantage of being a 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.



IVECO



**IVECO
ASTRA**



**IVECO
BUS**



190

National Markets

\$1,222

Million invested in R&D

\$8,713

Million total available liquidity

PROFESSIONAL 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.

TERRITORY SALES MANAGERS (TSM)

Your partner for your overall business operations, including:

- Intimate knowledge of CASE products and services
- Updates on new promotions, programs, events and opportunities
- Resource to help with inventory planning
- Driving the CASE Partnership Program

PRODUCT SPECIALISTS

Your regional application expert for:

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

PRODUCT SUPPORT MANAGERS (PSM)

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

- Guidance for warranty processing and repairs
- Tool availability
- Driving the CASE Partnership Program

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
- Driving the CASE Partnership Program

FINANCIAL SERVICES MANAGERS (FSM)

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

- 0% and low-rate financing options
- Leasing
- Commercial Revolving Account
- Insurance products

SALES SUPPORT MANAGERS (SSM)

Your resource for assistance with wholesales administration and inquiries, including:

- Product availability
- Shipping status and order changes
- Invoicing



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 customer base and region without the restrictions of a franchise.



CUSTOMER CENTERS

CASE helps dealers take customer care to the next level with our one-of-a-kind Customer Centers. 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.

TOMAHAWK

Located on 500+ acres in Wisconsin's Northwoods, Tomahawk helps you forge stronger customer relationships at a proving grounds where customers can climb into the cabs, feel the CASE quality difference and let the equipment sell itself.

PARIS

As an added advantage of our global network, this European location gives customers from around the world the opportunity to experience the full range of CASE construction equipment in authentic jobsite working conditions.



"I was blown away by the whole Tomahawk experience. The outstanding hospitality, beautiful location, product training and stick time on the machines I needed to operate. This was the most productive business trip I've taken in years."



TOOLS & RESOURCES

CASE is continually developing tools, programs and resources that connect you with the information you need to grow your business and support your customers

DEALER SUPPORT

- **Dealer Portal**
One-stop online resource for the latest CASE equipment, parts, service and financing information
- **Dealer ToolBox**
An application for quick access to product information, industry segmentation, business solutions and more
- **Equity Programs**
Funding source for dealers to invest in their business

SALES TOOLS

- **AvailabilityMAX**
Parts inventory management software
- **eCommerce Platform**
Online retail parts store (Partstore.Casece.com) and MyYard™ mobile app
- **NextGen Parts Catalog**
Comprehensive online parts catalog for dealers
- **EquipmentAlley.com**
Wholesale equipment resource for buying and selling new and used machines

MARKETING

- **Co-op Advertising**
Up to 50% reimbursement on marketing materials and access to marketing dollars for local CASE promotion
- **Marketing Resource Central (MRC)**
Online ad planner for customizable marketing materials to promote your dealership
- **Literature**
Brochures and spec sheets to help you communicate the latest features and benefits of CASE products
- **Merchandising Program**
Turnkey solutions for dealer showrooms and signage
- **Sales Lead Generation**
Qualified leads for your dealership from CASE national shows and campaigns
- **Parts Availability**
Ten strategically located distribution centers to provide daily parts deliveries to CASE dealers throughout North America



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
- **SiteWatch™ Solutions**
Fleet management and application solutions such as telematics and machine control to maximize performance and increase productivity
- **Service Quote Planned Maintenance**
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



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

Dealer Toolbox



TRAINING

Knowledge is an important part of our business. That's why CASE offers valuable dealer training right from the get-go with an onboarding program that focuses on our latest equipment and real-world industry challenges. It also includes hands-on training at our state-of-the-art Tomahawk Customer Center 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 programs 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



GETTING STARTED

Let's get started. Here's what you'll want to know before submitting your dealership application.

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
- ✓ Approved dealer business management system
 - Account management
 - Rental inventory 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 pro forma
 - Balance sheet
 - Income statement
 - Cash flow

LOCATION AND FACILITY REQUIREMENTS

- ✓ All facilities must meet CASE's facility and Brand Dealer Identity requirements
 - Square footage determined by market size
 - + Minimum 6500 square feet
 - + Minimum lot size of three acres



BUILDING A STRONG CASE

Already in high gear with the arrival of founder J.I. Case's portable steam engine in 1869, we found ourselves at the heart of the road construction boom of the early 1900s. The path was set. Today, CASE is a game changer in construction equipment, financing, parts and service.

Revolutionary is nothing new to CASE, as innovations like the integrated backhoe loader (1957), Ride Control™, over-center boom design and ProCare have shown. It's this ingenuity and spirit that fuels our ongoing pursuit of building industry-leading performance and productivity into every machine throughout our full line of light to heavy equipment.

All of this is backed by a portfolio of more than 590,000 OEM, remanufactured and CASE parts, more than 350 North American dealer locations, and flexible financial and insurance services that ensure the best support is always within reach.

When all is said and done, our strength is only as solid as the machines we engineer, the support and service we give, and most importantly, the vote of confidence CASE customers have with every bit of it.



CaseCE.com

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