## **175 Years of CASE Construction Equipment**



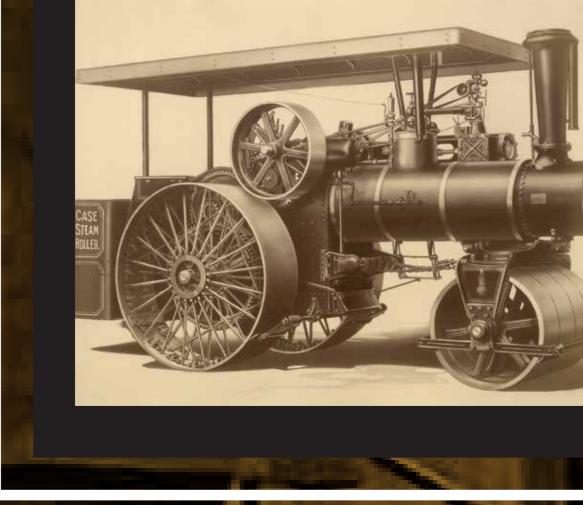
rome Increase Case to buil

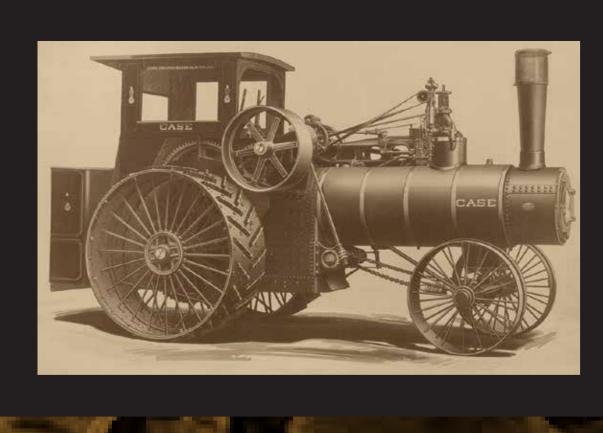
hreshing machines in Wisconsin.



Old Abe first appears as the ny's mascot on a thresher. Abe, a real American eagle, was the First Wisconsin Regiment during the Civil War

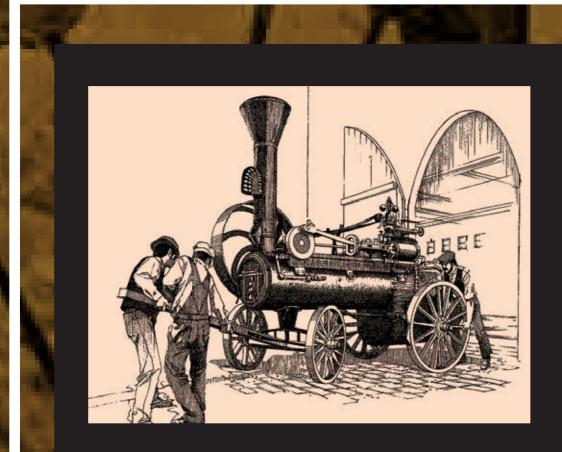


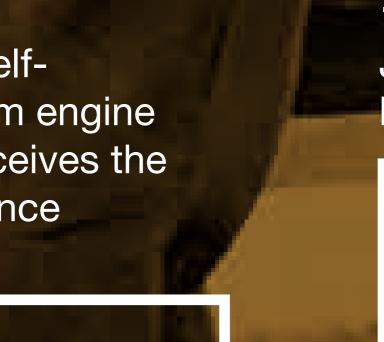






CASE enters the steam engine business with Old No.1, an engine built on a wagon frame. Replacing the work of horses, these engines



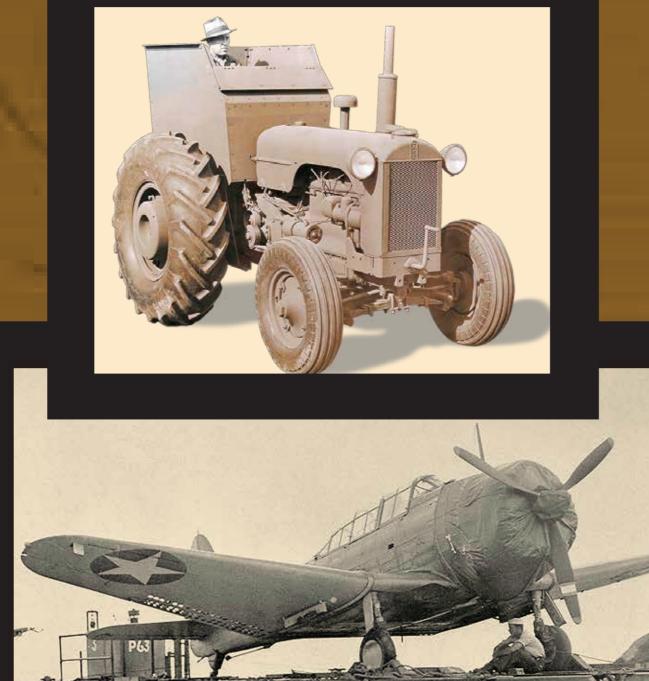






CASE b egins to market and



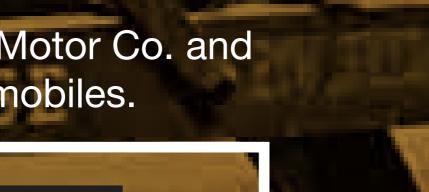


**During WWII CASE manufactured tractors**, munitions and airplane parts in support of the U.S. Military and its Allies. Eleven different CASE models totaling more than 15,000 tractors were put to work in Europe, the Pacific and North Africa. Others were sent to Britain as part of the Lend-Lease Program. Many of these tractors were ndustrial (construction) models with military-specific modifications.

1947

CASE creates the Industrial Division. This precursor to the **Construction Equipment Divisi** was part of a strategic plan to ouild complementary products to offset the seasonal nature of the

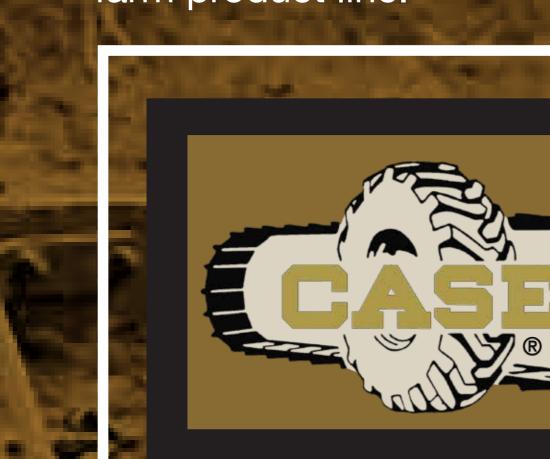






omotes the role of its







CASE acquires the American Tracto Company (ATC), maker of small crawler tractors marketed as TerraTrack, and officially enters the craw Engineers from the two companies quickly join forces to create the worl irst factory-integrated tractor backhoe/loader: the 320. Still toda the backhoe stands as a flagsh oduct of the company

### 1950

# nit-type wheel loader. ased on a market resea





s purchased by enneco Company, owned subsidiary c Tenneco.



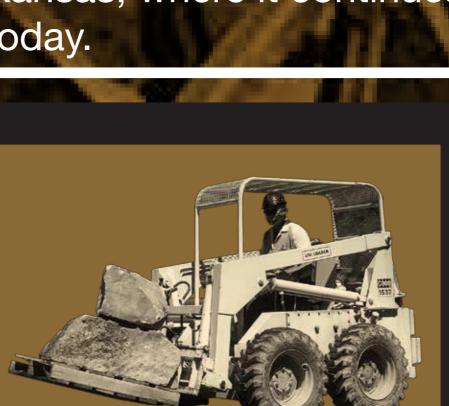
### 1960

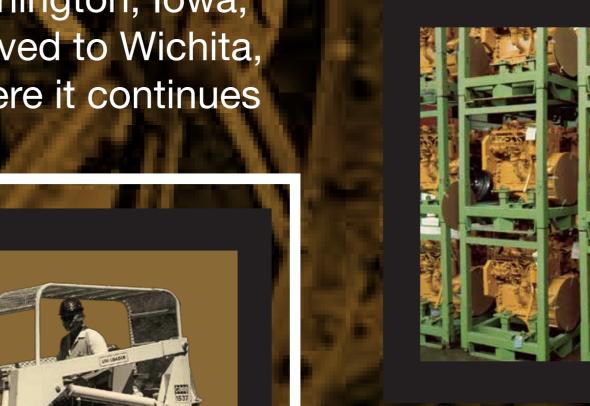
CASE begins t

ticulated loaders.













operator's seat.

complished fro**m** t



CASE enters an agreement ndustries to make cavators for the Nor American market.

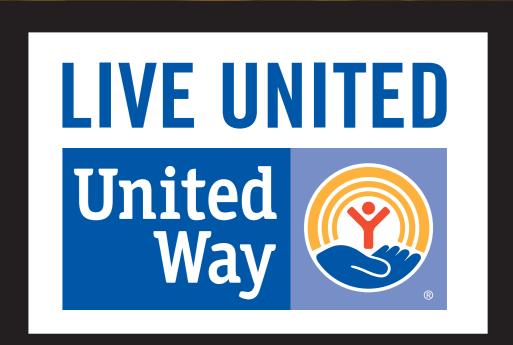
### 990



# 500 Habitat for Humanity

rial starts a lor tanding partnership v or Humanity by raising funds and building homes in the U.S To date (through 2016), the company and its Foundation has donated nearly \$500,000 to the non-profit, along with employee volunteer hours.

### 2000



CNH Industrial continues its long-standing support o United Way. Together, the ompany and its employees donated more than \$924,000 just in 2015.

### 2010

500 000th loader/backhoe



### 2017

**CASE** Construction ipment donates CONEXPO-CON/AGO booth materials to Habitat for Humanity and, as a result, 100% of the booth is recycled reused or donated.

CASE proudly celebrates e 175th anniversary c

