

## Case IH and RMA announce plan to invest in new assembly facility in Algeria

*Case IH, jointly with the local distributor RMA, plans to open a new assembly site in Constantine for the production of tractor models ranging from 55 to 98 hp to meet the growing demand in the Algerian market. The facility will also bring the benefits of new job creation in the area.*

St. Valentin, 4 October 2016



Case IH announced its plans to open a new assembly site in partnership with its distributor, Rouiba Matériel Agricole (RMA). The facility will be located in Constantine, in the north of Algeria and it will assemble Case IH tractors ranging from 55 to 98 hp to serve the domestic market. Production is expected to start in April 2017 with an initial workforce of 30 employees.

Case IH is working with RMA to ensure that locally assembled products match the high quality levels Case IH is known for.

The new assembly plant will also have a positive social impact in the Constantine area thanks to the new jobs it will create – 30 in 2017, with the expectation of an increase as production steps up. In addition, the facility will rely on local manufacturers for the supply of specific components.

The facility will assemble the Case IH JX55 T, JX75T, Farmall 80JXM, Farmall 90JXM and JX95 Straddle tractor models, ranging from 55 to 98 hp. These are Case IH's best-selling tractors in the country, which are in particularly high demand among the small to medium-sized farms of the northern region of the country, the most agricultural area in Algeria.

Mr Chouba Salim, one of the first agents of Case IH distributor Rouiba Matériels Agricoles (RMA), is also a small farmer in the Constantine region. Mr Chouba Salim's farm is very typical of the area and he is loyal Case IH customer: "I really appreciate the Case IH JX75T 4WD and JX95 4WD tractors I have; they are extremely versatile, reliable and come at a price well within my budget. They are very well suited to the conditions here, and the basic cab version is ideal for the cold temperatures we can get in this region."

Case IH has established a strong partnership with RMA to provide the professional and efficient support customers need. Headquartered in Algiers, RMA brings to customers the experience it has gained in more than 50 years of operation in the agricultural equipment sector. It provides sales and service support through 12 Agents, 12 Points of Sale and 3 Workshops. Case IH and RMA are

PRESS RELEASE

investing to further extend the distribution network with 10 additional agents and 4 more points of sale.

“Case IH has built a good reputation and loyal customer base,” comments Mr Melouk Salim, General Manager of RMA. “This is due to the excellent quality of the products, as well as the fact that it offers different services that customers appreciate. The excellent quality/price ratio and outstanding service that Case IH delivers, it is undoubtedly the market leader for 75 hp tractors.”

\*\*\*

Press releases and photos <http://mediacentre.caseiheurope.com/>.

*Case IH is the professionals' choice, drawing on more than 170 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at [www.caseih.com](http://www.caseih.com).*

*Case IH 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](http://www.cnhindustrial.com).*

**For more information contact:**

Silvia Kaltofen  
Ph: +43 7435 500 652

Case IH Communication Specialist Africa & Middle East

Email: [silvia.kaltofen@cnhind.com](mailto:silvia.kaltofen@cnhind.com)  
[www.caseih.com](http://www.caseih.com)