

## Case IH builds on winning relationship with NORTHMEC

*Manufacturer drives strategic development with long-standing distribution partner.*

St. Valentin, 17 February 2017

Case IH Agriculture, a Brand of CNH Industrial, confirms to all the Case IH customers and dealers in South Africa its intention to further renew a long term distribution contract with NORTHMEC, a division of the Capital Equipment Group (CEG) of Invicta Holdings Limited.

The contract between Case IH and NORTHMEC is currently being finalized, securing continuity and consistency of the distribution of Case IH product offering in the Market after 17 years of continuous and strong growth.

NORTHMEC is the Case IH distributor for South Africa, Botswana, Lesotho, Swaziland and Namibia, selling and supporting the full range of Case IH agricultural equipment through 13 branches and 37 dealers, within those territories.

“We have enjoyed a very successful, long-standing partnership with NORTHMEC, that has seen Case IH become a leading brand in South Africa,” says Marco Raimondo, Case IH Business Director for Africa and the Middle East. “NORTHMEC has developed a network of Dealers that are delivering market-leading levels of sales, service and support to Case IH customers across many product lines distributed in this region, which also has been confirmed by the significant results delivered in 2016. We are looking forward to increasingly building upon this strong relationship in the future and further developing the Case IH Brand in all our markets.”

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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).*



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