

Sankt Valentin, September 20th 2018

New Case IH Dealership in Rivne

New Case IH dealership opening in Rivne, Ukraine / Expansion of the collaboration between Case IH and Titan machinery / Reinforcement of Case IH position in the Ukrainian market

On September 20th 2018, Case IH inaugurated a new dealership in Rivne, managed by the official dealer in Ukraine, Titan Machinery.

The opening ceremony took place in Rivne, where the new complex is located. The event was attended by executives of Case IH and Titan Machinery. In particular, Thierry Panadero, Vice President Case IH EMEA (Europe, Middle East, Africa), and Yuriy Alatortsev, General Director Titan Machinery in Ukraine, held a speech to express their congratulations on this new achievement.

“At Case IH, we aim at providing the best level of service to our customers. This is achieved by offering highly innovative products, but also by developing our professional dealer network”, – says Thierry Panadero, Vice President Case IH EMEA. – “That’s why we are very proud to announce the opening of this new Case IH dealership together with Titan Machinery. Titan Machinery has demonstrated to be a highly professional, reliable and strongly customer-oriented dealership, and we hope this collaboration will keep on growing in the following years. Today, this new launch in Rivne shows the continuity of our successful and strongly established partnership between both companies. But it also demonstrates our intention to reinforce our position in the Ukrainian market.”

The complex opened by Titan Machinery includes offices for the sale of Case IH machines, well-equipped workshops for maintenance and repairs, as well as spare parts depots. Customers will be able to find all the information and the support necessary on the AFS Precision Farming Systems and to see the latest equipment available in the showroom. The total area of the new Rivne center is 5,500 m², which includes buildings of the depots, workshops and offices with the joint area of 3,100 m². The service area itself takes 650 m², and the spare parts depot is about 300 m². The staff is made of 15 specialists who will make sure that customers receive the best service when visiting the centre. The strategic location of the site, and the well-organized structure of the dealership, are two major factors enabling high-level of service for all users of Case IH equipment.



PRESS RELEASE

The opening of the dealership center in Rivne can be considered as laying the foundation for further growth, generating long-term opportunities for the businesses of Case IH customers in Ukraine. We hope that our users in Ukraine will benefit from this new dealership.

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

Case IH is the professionals' choice, drawing on 175 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is 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.

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.



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For more information please contact:

Esther Gilli

Ph: +43 7435-500 634

Public Relations Officer Europe, Middle-East and Africa

Email: esther.gilli@caseih.com