

Customer proximity in action

Case IH parts service on the highest level Same Day Service and new regional depot in Bremen

New Bremen regional depot from May / Round-the-clock Case IH parts delivery / Regional depot in Berlin to be expanded

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PRESS RELEASE

Even rugged machines which are built to last such as tractors and harvesting equipment from Case IH need spare parts. To improve the supply to customers still further, CNH Industrial is therefore currently investing in expanding its European parts network. This includes opening a new regional depot in northern Germany at the end of April. "Customer proximity is exceptionally important for us, and that also means literally, in the geographical sense", says Harald Boitllehner, Service Manager at Case IH responsible for Europe, the Middle East and Africa (EMEA).

"With the CNH Industrial master depots in Heidelberg/Germany, Modena/Italy and Le Plessis/France, as well as the proximity depots in Madrid/Spain and Daventry/England, our setup for the European market is already very good. However, we can and will raise our game still further, placing even greater emphasis on closeness to our customers. For this reason we are further expanding our existing regional depot in Berlin and will be opening a new regional distribution depot in Bremen in May 2014", Boitllehner continues.

There's fast, faster - and there's Case IH Same Day Service

"The response time in the depots is an equally critical factor," adds Günter Keplinger, Service Marketing Manager at Case IH for EMEA. "Beyond our previous service, from May we will be offering same day parts delivery from Heidelberg. In practice this means that, from May 2014, the current order cutoff times, after which dispatch has to wait until the next day, will be a thing of the past. All season long, orders will be dispatched the same day – even if that means working all night", Keplinger explains.

"In conjunction with our tightly-knit local dealer network, we are pulling out all the stops to offer our customers the very best of service, even around the clock", states Boitllehner in conclusion.

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.

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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