

SETTING THE FUTURE IN MOTION - TOGETHER

The Convention also included a lively Question & Answer session in which the Case team and attending dealers discussed weaknesses and strengths, examining together the issues to be addressed and what should be improved.

The event covered every aspect of the business in a very full two-day program, but there was still time for the attendees to enjoy a spectacular aperitif on top of the tallest building in the world, the Burj Kalifa, and dinner on the Armani Terrace facing the Dubai fountains.



NEWS
THE CASE AME TEAM GROWS

The team has grown with the addition of 4 new members:



M'hammed Bahhar
Business Manager for North Africa, who joined us at the beginning of March;



Philippe Langrand
Key Account Manager for the French speaking countries;



Desiree Greyling
Field Marketing Manager for Southern Africa starting from April;



Mohamed Hussein
Area Service Manager for North and Central Africa.

The addition of these new members to the team is testament to the strategic importance of Africa and the Middle East for Case and of the focus we are dedicating to these markets.

NEWS
ORGANIZATIONAL CHANGE: NEW COO FOR EMEA

On February 19th, 2015, CNH Industrial announced the appointment of Derek Neilson as Chief Operating Officer for Europe, the Middle East and Africa, replacing Andreas Klauser. Derek, who joined CNH Industrial in 1999, was already a member of the Group Executive Council in his previous role of Chief Manufacturing Officer.

This change signals the completion of the integration of distribution and marketing within CNH Industrial in the EMEA region under Andreas' guidance and the beginning of the full integration of Iveco and FPT Industrial within the region's organization, accompanied by a renewed focus on all the individual brands of the Group.



NEWS
CNH INDUSTRIAL RESULTS

CNH Industrial closed 2014 with revenues of \$ 32.6 Billion. The increase in net sales in Construction Equipment and Powertrain was offset by a decline on Agricultural Equipment, mainly due to unfavourable volume and product mix and by the negative impact of currency translation, primarily related to the Brazilian Real. The five segments contributed to this performance with Construction Equipment generating revenues of \$3.3 billion, Agricultural Equipment \$15.2 billion Commercial Vehicles \$10.9 billion, Powertrain \$4.5 billion and Financial Services \$1.8 billion.



NEWS
RENICO COUNTS ON CASE

Nico Louw started Renico Plant Hire with an old backhoe loader back in 1998. The business flourished and his rental fleet currently counts over 200 earthmoving machines and tipper trucks deployed on sites throughout South Africa and Namibia. Over the years he expanded into other businesses and the Renico Group today comprises various companies in construction, property investment, quarrying and crushing, civil engineering and earthworks, in addition to plant hire. He is passionate about the industry and his business, and he remains the 'hands on' driving force behind the companies.

Nico is a loyal Case customer, a fact he attributes in great part to the excellent relationship established with his dealer, CSE: "In both the Plant Hire and Construction businesses, we depend on the machines performing reliably with minimal downtime, so technical support is critical. CSE is always available when we need them and resolve any issues at speed. What's more, when we need to renew or expand our fleet, we get excellent advice on the model that will fit best with our needs and our fleet. We know we can absolutely count on Case and CSE."

