

CASE Construction Equipment Showcases Innovative Solutions at Bauma: Driving the Future of Construction Equipment

The brand returns to the global trade fair in Munich, unveiling cutting-edge solutions and pioneering sustainable technologies.

Munich, February 18, 2025 – CASE Construction Equipment is set to make a dynamic return to Bauma 2025, the world’s leading construction machinery trade fair, taking place from April 7-13 in Munich, Germany.

With over 180 years of experience in the construction equipment industry, CASE will showcase a range of advanced solutions designed to address both current and future challenges in the sector. The brand reaffirms its commitment to driving global sustainability through groundbreaking innovations.

In line with its ‘Road to the Future’ campaign, launched in 2023, CASE continues to advocate for the widespread adoption of innovative technologies, underscored by its bold ‘LET’S DRIVE THE FUTURE’ approach.

“Our participation at Bauma highlights the pivotal role of the Construction segment within CNH as a hub for pioneering solutions focused on automation and connectivity,” said Humayun Chishti, President of CNH Construction. “It underscores our unwavering commitment to delivering sustainable, efficient, and innovative solutions that not only meet today’s demands but also anticipate the needs of tomorrow’s customers.”

The CASE stand will feature several thematic areas, with the Tech Room serving as the technological heart of the exhibit. Here, visitors will embark on an immersive journey into the future through audiovisual presentations that connect people with innovations in both services and products.

A key highlight will be a concept machine, developed by the Construction Equipment segment’s Innovation Department in collaboration with CNH Industrial Design. This forward-thinking concept represents a significant leap in automation, offering a glimpse into the next generation of construction equipment.

Fabrizio Cepollina, newly appointed Head of CNH CE EMEA, said: “By integrating zero-emission technologies, AI-driven automation, and enhanced connectivity, we are not just building machines – we are shaping the future of the construction industry, thanks to the passion and proven expertise of our team that drives our strategy.”

Visitors are invited to explore the CASE stand at FM.714/9 during Bauma 2025, where they will experience firsthand how the company is leading the way with sustainable, technologically advanced solutions focused on customer satisfaction.

CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 loader/backhoes, excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders and rough-

terrain forklifts. Through CASE dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at www.CASEce.com.

CASE Construction Equipment is a brand of CNH Industrial N.V. (NYSE: CNH) a world-class equipment, technology and services company. More information about CNH can be found online at www.cnh.com

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Sustainable Innovation and Automation take center stage at Bauma 2025

From zero-emissions to automation, CASE unveils cutting-edge technologies that prioritize efficiency, safety, and sustainability.

Munich, February 18, 2025 – CASE Construction Equipment is returning to Bauma, the world’s leading trade fair for construction equipment machinery, as a finalist in both the Digital and the Mechanical Engineering categories of the Bauma Innovation Awards. The company will present a wide range of advanced solutions, with a focus on alternative fuels, automation and connectivity. CASE will demonstrate its comprehensive range of equipment, designed to meet the evolving needs of operators and fleet managers across Europe.

“The ‘Let’s Drive the Future’ concept embodies CASE’s commitment to addressing the challenges our customers face in a sector impacted by new regulations and by a shortage of skilled operators,” said Fabrizio Cepollina, Head of CNH CE EMEA.

“Our goal is to offer solutions that integrate new fuel technologies and automation to enhance productivity and efficiency.”

CASE’s extensive stand at Bauma will focus on new wheel loaders, mini excavators, backhoe loaders, crawler excavators and an expanding offer of electric models. These machines, designed for applications ranging from urban construction to waste management, quarrying, and road construction, are engineered to deliver operational efficiency, minimised operating costs and reduced environmental impact—all in line with rapidly changing market demands.

In addition, CASE will showcase two customised machines, examples of its new Special Application Division that is housed within the Sampierana R&D Department.

A key highlight of the stand will be the introduction of advanced driver assistance systems for CASE wheel loaders. These are designed to enhance safety, efficiency and productivity on the job site. The new systems include enhanced visibility, obstacle and hazard perception, AI-based driving assistance and semi to fully-autonomous loader operations.

The CASE Smart Loader Assist AI Technology is a finalist in the Digital category of the Bauma Innovation Awards, while the Impact remote-controlled electric loader is a finalist in the Mechanical Engineering category.

Zero emission electric models will be central to the CASE display at Bauma. Electric machines provide environmentally responsible solutions with numerous advantages, including lower energy consumption, quieter operation and reduced maintenance costs.

enables real-time monitoring of operational conditions and fuel consumption and facilitates predictive maintenance, ultimately reducing downtime and improving fleet management.

CNH Capital, which supports CNH brands, dealers and customers with a suite of financial products, will use Bauma to highlight an extremely flexible financing solution, designed to help owners maximise their investments. CNH Capital prioritises finding the right financial product for each customer's needs, offering adaptable solutions to meet diverse business requirements.

"These comprehensive, 360-degree solutions are designed to maximize customer productivity," added Cepollina. "By visiting CASE at Bauma, attendees will experience these innovations firsthand."

The CASE stand at Bauma 2025 invites all visitors to explore the brand's vision for a sustainable, automated construction job site of the future. For more information visit the official CASE website at www.casece.com

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CNH Capital is the captive financial provider for the CNH family of brands, specializing in agricultural and construction equipment and technologies. CNH Capital supports the CNH brands' customers and dealers with a dedicated suite of financial solutions through various wholly owned More information is available at www.cnhcapital.com

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The return of the CASE Operators Club at Bauma 2025

Exclusive benefits and a thriving community for CASE machine operators

Munich, February 18, 2025 – CASE Construction Equipment is excited to announce the return of the CASE Operators Club at Bauma 2025 in Munich. This dynamic community, designed specifically for CASE machine operators, offers exclusive benefits and unique networking opportunities for its members.

The CASE Operators Club, a vibrant and ever-growing network, is dedicated to supporting operators and fostering a sense of connection within the industry. Membership is free and provides a wide range of benefits, including access to exclusive branded merchandise and a personalized membership card that unlocks special privileges at Bauma 2025. These include a behind-the-scenes tour of the CASE stand, led by a CASE expert who will share in-depth insights into the latest products, technologies, and services being unveiled at the event.

With over 1,200 members across Europe, the CASE Operators Club offers a unique platform for operators to connect, share experiences, and exchange best practices. Through both online and in-person activities, members can participate in interactive quizzes to test their knowledge, engage with industry experts to learn new skills, and contribute valuable feedback to CASE during the product development process. The club's collaborative approach allows operators to provide input on design and product launches, ensuring that CASE continues to meet the evolving needs of its users.

The CASE Operators Club creates a strong sense of community and pride among its members, all united by their passion for CASE equipment. Visitors to Bauma 2025 are invited to learn more about the club and its benefits by visiting the CASE stand at FM.714/9. As a special token of appreciation, members who present their membership card at the booth will receive an exclusive gift.

For more information on membership and the full range of benefits, visit the official CASE website: <https://www.caseoperatorsclub.com/en/>

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