

## The CASE plant in Lecce celebrates 50 years in business



Wednesday 28th September marked the beginning of the celebrations attended by representatives from local institutions, and continued with a Family Day on Sunday 2nd October. The Lecce plant manufactures CASE machines -- wheel loaders, graders, backhoe loaders and compact wheel loaders -- which are distributed worldwide

The CASE plant in Lecce, Italy, celebrates 50 years in the business. Celebrations began on Wednesday 28<sup>th</sup> September with the planting of an olive tree, a symbol of the Salento region and of the company's roots in the area.

Local authorities attended to express their commitment to this industry that has been contributing to the economy of the area for half a century. Among them were Apulia Region President Michele Emiliano, the region's councillor for economic development Alessandro Delli Noci and the president of the regional council Loredana Capone. Angelo Corallo, Professor at the Department of Innovation Engineering at the University of Salento - a university that has a long-standing partnership with the plant - was also in attendance.

Federico Bullo, Head of Europe for CNH Industrial Construction businesses, recalled the hub's history, which is made up of challenges, continuity in following tradition, teamwork, skills, dedication and commitment. He thanked those who light the "engines" of the plant every day: the employees, the team. A team and an organisation that not even the global supply chain crisis has been able to challenge, considering that 2022 has been a record year in terms of production. Mr. Bullo went on to say, "CASE has always believed and believes in the development of this plant; that is why we have boosted investment in technology, facilities, training, occupational safety and ongoing innovation".

Innovation has been carried forward by the excellence of the R&D centre which all along has been focused on reducing its carbon footprint and increasing clean energy. Concrete measures have been achieved, namely, the Lecce plant has been equipped with photovoltaic solar panels and will soon have its coating plant replaced with a powder-coating plant, with lower emissions, waterless and zero volatile compounds. Therefore, the end product quality will improve, thanks to a longer-lasting finish that better withstands the

sun's rays.

"Together, we will continue to address the new challenges related to the 2030 Agenda, carbon footprint reduction and circular economy, by ensuring decent work, the guarantee of labor rights and the development of social dialogue. And we shall do so together because the Lecce hub is and remains key to CASE", wraps-up Federico Bullo.

### **After the Institutional Day, the Family Day**

Celebrations continued on Sunday 2<sup>nd</sup> October, gathering the hub's 800 employee's families. A brief introductory speech by the plant manager Massimiliano Casaburi launched the day. He was proud to share the plaque received from CASE's European management with all employees; a team that has always distinguished itself for its dedication and enthusiasm, as well as for the excellent results achieved, even in recent years despite the pandemic and geopolitical and energy crises.

More than 1,500 people attended the Family Day. To mark the occasion, the industrial plant was converted into a big party venue for all employees, featuring children's games, inflatables and a raffle with prizes, in addition to live music by an exclusive band, made up exclusively of plant employees. Exceptional attractions: CASE's construction equipment - wheel loaders, backhoe loaders, compact wheel loaders and graders - displayed on the forecourt and in the proving ground, where they starred in operating virtuosities capable of entertaining an audience of all ages.

For the occasion, the facility and its departments were "open doors": excellent guides - the former plant employee association showed attendees where CASE produces 4 lines of machines in 64 models and 3400 configurations.

A special day to reminisce an important anniversary, which the brand celebrated with the people who, thanks to their passion and enthusiasm, for the past fifty years have continued to come up with ideas, develop insights and manufacture products that make this plant one of CASE's excellences worldwide.











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