

Case Declares Intermat 2015 Show a Success

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Case Construction Equipment attracted a large number of visitors on its stand, which remained crowded throughout the duration of the Intermat 2015 show. The brand showcased its full line of industry leading equipment, introduced important new products and technologies, and offered new ways of experiencing the stand to get the most from the visit with interactive tools, as well as a shuttle service to the Case Customer Centre Paris. The brand also attracted the interest of the trade press, with about 100 journalists visiting the stand to attend the brand's press conference, held on the exhibition's opening day, and in the following days. At the event **Case** presented its new D series **crawler excavators** and its first range of **graders** to the press.

New technologies for the future

Case launched its first range of **graders** in Europe, "A new top player in our team", that delivers best-in-class controllability and comfort together with exceptionally low fuel and maintenance costs. Also making their debut were the new generation D Series **crawler excavators** featuring Tier 4 Final maintenance-free technology that raise the bar on performance, controllability, fuel efficiency, comfort and reliability, fully justifying their claim "It's time for more". The product introductions at Intermat included new series of **wheel loaders**, **skid steer** and compact track loaders, as well as the CASE® SiteSolutions technologies developed to help customers manage their job sites and construction activities efficiently.

Case also displayed a prototype hybrid excavator that uses the same engine as standard excavators, but the swing device is an electric motor. The cycle time of this hybrid excavator is the same as a hydraulic excavator's, but it comes with more fuel efficiency and higher productivity – and the smooth operation that **CASE CX excavators** are known for.

Interactivity is the name of the game

With the communication activities linked to the Intermat show, **Case** has introduced a high level of interactivity to bring together the public and the Case teams, inviting them into the Case world to participate in in the brand's life.

It started in the weeks preceding the show with the **Paint yourself CASE** contest on Facebook, inviting the public to upload selfies to the gallery on the brand's Intermat miniwebsite, edit them with the online tools

provided, share them with their friends, and win free tickets for the show. Once the exhibition started, visitors to the stand could have their picture taken by the Case hostesses. The photographs, once uploaded, were used them to create in real time a mosaic image of a **Case** product which was displayed on the stand's big screen and emailed to the participating visitors.

The stand design at Intermat also reflected this intent to bring together all the participants in the brand's life, with the main structure at the heart of the stand creating **a bridge** between the visitors, the customers, the Case dealers, the Case teams, the products and the brand. The brand took this element further with its new approach to stand visits, which make the most of the possibilities offered by new technologies.

New technologies for an immersive visit

Case also introduced new initiatives to help visitors get as much as possible from their time on the stand: a Case stand experience application and the CASE Virtual Experience.

The Case stand experience app, which could be downloaded with a QR code at the stand's Smart Point, led visitors on a guided tour, providing access to multimedia material on the various products and services on display as they walked around the stand. At the end of the tour, visitors could take part in a quiz on what they had just seen and win a Kindle.

For the **Virtual Experience**, a Case Teleportal box with 4 smart phone stations enables visitors to experience the Case virtual reality: they found themselves standing in a quarry, surrounded by a **grader**, a **dozer**, a **wheel loader** and a **crawler excavator**. To 'operate' one of them visitors just needed to focus on it for a few seconds, then climb on board. Once there, they experienced the cab with a 360-degree view, could access the information on key features looking at the hotspots placed around the cab, and set the machine in motion with immersive videos.

The Parts area also introduced interactive tools to provide information, such as the touch screen station where visitors could **configure a Case machine** with a choice of attachments and view the full specs and advantages of the setup. The Parts team also launched a new series of video shorts featuring Case mechanic Ted answering the most frequently asked questions about maintenance and original parts. The full series of '**Ask Ted**' videos will soon be available on the Case YouTube channel.

New collection at the Case Shop

Case also launched at the show its new collection of wearables, toys and scale models, which will be available at the online Case Shop at the end of April. The clothing collection includes fashionable and vintage T-shirts, hoodies and fleece jackets for women and men. The children's collection offers new softshell jackets, knitted sweaters and T-shirts.

Taking the show to the Case Customer Centre Paris showground

Case set up a shuttle service to take visitors to its Customer Centre to give them the opportunity to see demonstrations of the new products and test drive a choice of models. The Customer Centre also hosted delegations of dealers and customers from various European, African and Middle Eastern markets, including France, Germany, Italy the UK, Poland, Romania, Israel, Algeria, Morocco and Angola.

Source: Alarcon & Harris; CASE Construction Equipment