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CASE Introduces One-of-a-Kind Ram Laramie Longhorn-Inspired 580 Super N Wide Track Backhoe

On display for the first time at CONEXPO-CON/AGG 2014, the Ram Truck-inspired 580 Super N Wide Track backhoe loader will tour the country at Ram- and CASE-sponsored events throughout 2014 with a new Ram 3500 Laramie Longhorn Crew Cab 4x4.

March 4, 2014, Racine, Wis. - CASE Construction Equipment unveiled a one-of-a-kind, Ram Laramie Longhorn-inspired 580 Super N Wide Track backhoe loader at CONEXPO-CON/AGG 2014. The backhoe, which features the iconic Ram Laramie Longhorn two-tone black and white gold paint scheme, will tour the country at Ram- and CASE-sponsored events with a new Ram 3500 Laramie Longhorn Crew Cab 4x4 truck. The machine also features a newly detailed cab designed to match the look and feel of the Ram Laramie Longhorn interior, as well as new chrome detailing and badges to give the backhoe the distinctive Ram appearance.

“Countless contractors rely on both the durability and performance of Ram Trucks and CASE Construction Equipment,” says Katie Pullen, brand marketing manager, CASE Construction Equipment. “Matching this truck and backhoe showcase two of the construction industry’s most enduring jobsite images – the rugged Ram 3500 dually and the tireless CASE backhoe loader. Ram Truck is an excellent partner to CASE, and we’re excited to spend 2014 showcasing these technologies together.”

"The Ram 3500 Heavy Duty is by far the most capable pickup truck on the market, and like CASE Construction Equipment, is no stranger to hard work. With its long list of best-in-class claims -- including payload, power and towing – the Ram 3500 is well suited for the jobsite," said Reid Bigland, president and CEO – Ram Truck Brand, Chrysler Group LLC. "The award-winning Laramie Longhorn model is loaded inside and out with distinctive Western-style design cues. With its matching CASE backhoe, this rig is a show-stopper."

The 580 Super N Wide Track features a 3.4-liter, turbocharged 95 HP engine that burns cleaner while delivering superior horsepower, faster response and up to 5 percent better fuel efficiency under load. The N Series models’ lifting capabilities outperform competitive backhoes by as much as 39 percent while running at low RPMs. Additionally, these machines deliver significant increases in breakout force, lift and reach when compared to previous models.

The Ram 3500 Laramie Longhorn is among the most luxurious and most powerful pickup trucks ever produced by the Ram Truck brand. The truck claims a 30,000-pound trailer capacity thanks to a class-exclusive 50,000 pounds-per-square-inch high-strength steel frame, an improved transfer case, a higher-load transmission, an upgraded 6.7-liter Cummins Turbo Diesel engine with a best-in-class 850 foot-pounds of torque, and other significant driveline upgrades. The Ram 3500’s Gross Combined Weight Rating (GCWR) -- which is defined by the maximum combined weight of the truck, payload and trailer -- has been raised to 37,600 pounds, which surpasses the closest competitor’s 30,500-pound GCWR.

Stay tuned to CASEce.com for updates on where this exclusive backhoe will be seen and additional details on this one-of-a-kind package.

About CASE Construction Equipment

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., 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.cnhind.com.

About Ram Truck Brand

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

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