

CNI INDUSTRIAL HISTORY



Today, Case IH equipment is found on farms worldwide, with a full line of machines under names with legendary reputations, including Farmall, Magnum, Axial-Flow, Steiger and Quadtrac. By teaming with customers, Case IH offers equipment for producers designed by producers.

Today, New Holland is the world's leading agricultural equipment brand, offering the widest range of tractors and harvesters to suit the needs of every farmer and contractor on Earth. New Holland is also one of the most awarded brands for ground breaking technology.

Today, Case Construction provides more than a dozen lines of equipment. Supported by manufacturing and sales in more than 150 countries, Case Construction combines the best in proven product performance and innovation to serve the needs of customers worldwide.

2016 Case IH introduces the Autonomous Concept Vehicle (ACV) - a driverless and cables tractor based on the Magnum. The ACV is a glimpse into the future for agriculture and proof of the impact technology is having on the agriculture industry.

2020 CNI Industrial completes the acquisition of Raven Industries a U.S.-based leader in precision agriculture technology.

2005 Case Construction manufactured its 500,000th tractor loader/backhoe - a unique milestone for the entire construction industry.

1999 Case IH and New Holland merge, and in doing so, form the world's second largest agriculture manufacturer.

1998 Case IH expands its presence in the application equipment market with the addition of sprayers.

1991 In 1991, Fiat purchased an 80 percent interest in Ford New Holland. Fiat was present in the agriculture machinery industry since the beginning of the 20th century. The company is now known as New Holland Ag, and becomes a global full-line producer.

1986 Ford buys Sperry New Holland and forms Ford New Holland Inc. Ford has a long history in agricultural machinery production. In 1907, Ford came out with the prototype for the world's first mass-produced, gasoline-powered tractor, named an "automobile plow".

Steiger joins the growing Case IH offering. In 1980, the first and 9100 series Case IH Steiger tractors are produced although green Steigers are still made until 1995.

1985 The legacies of J.I. Case and Cyrus McCormick are united in one brand: Case IH. The new organization becomes the second largest farm equipment manufacturer, and the combination provides a broadened product line and a greatly expanded dealer organization.

1977 The launch of the Axial Flow Combine revolutionizes the industry with its simplicity, grain quality, grain savings, crop adaptability, matched capacity and an added resale value.

1975 Sperry New Holland introduced the world's first two-wheeler combine, a successful technology that is still used today.

1958 The Steiger family builds their first tractor with a higher horsepower than what was then available on the market. Commercial production starts in 1963.

1957 Case Construction introduces the landmark Case Model 320, the industry's first factory integrated tractor, loader and backhoe.

1947 New Holland changes its name into Sperry New Holland, due to a takeover by the Sperry Rand Corporation. The same year it makes a major breakthrough in hay harvesting technology with the introduction of the haybine mower-conditioner.

1902 J.K. Morgan brokers the merger of the McCormick, Deering, and three smaller brands into the International Harvester Company.

1895 New Holland is founded by Alex Zimmerman in New Holland, Pennsylvania and starts producing agricultural products, including a feed mill, to help the surrounding farming community.

1876 Case builds the first self-propelled traction engine tractor. It is wheel mounted, but still drawn by horses and used only to power other machines.

1842 Jerome Increase Case founds Racine Threshing Machines works in Racine, Wisconsin. He innovated the current threshers and separated the straw from the grain.

RME HISTORY

2023



Rocky Mountain Equipment (RME) acquires new construction location in Calgary, re-named the branch Hammer Equipment and also opened new location under the same name in Edmonton.

2022

Rocky Mountain Equipment (RME) renames acquired rental division in Swift Current Rocky Rents and opens additional location in Edmonton.



2021

Rocky Mountain Equipment (RME) acquires Robertson Implements, a successful New Holland dealership with eight stores in southwestern Alberta and southeastern Saskatchewan, plus a rental and a motorsports division located in Swift Current.



2020

Rocky Mountain Equipment (RME) goes private. In December of 2020 the shareholders approve purchase of all outstanding shares of RME taking the Company private.

2017

Rocky Mountain Equipment (RME) celebrates 10 years as a publically traded company. RME marks the occasion with an eight month long Ultimate Rocky Experience contest, in the end rewarding two customers with an equipment and technology package valued at over \$300,000.



2013

Rocky Mountain Equipment (RME) launches a new discipline - Ag Optimization and Technology Specialists (AOS). This discipline's focus is to ensure the equipment RME sells performs at its optimum performance, while supporting the technology in the equipment - in the ever-increasing need to gain productivity on the farm.



2012



REBRAND

Consultations with employees and customers reveal the need for ONE brand that describes WHO RMDI is and WHAT RMDI stands for.

This happens at a time of great environmental and economic unrest in Alberta, but a timely opportunity for RMDI to demonstrate they are the partner who is there for its customers anytime, anywhere. In a word, dependable.

The decision is made to consolidate every store under a single name.

Rocky Mountain Equipment (RME), a new take on an existing name, along with a bold red RME shield, becomes the new name and brand of the company across Canada.

More than just advertising text, colors and logos, the rebrand is also an opportunity for RME to re-focus its people and its values; to help refresh and solidify the culture.

The Mission/Vision/Values is created and has been shared with every employee since.

Mission

Rocky Mountain Equipment will be the safe, expert and dependable equipment partner to our customers. By empowering and investing in our employees, we will build and maintain long-term relationships with the communities and businesses we serve.

Vision

Rocky Mountain Equipment will be a North American industry leader through being a dependable partner.

Values

1. We Are A Team
2. We Care
3. We Are Dependable

2011

Rocky Mountain Equipment (RME) corporate office is established - 3345 8th Street SE, Calgary, Alberta.



Rocky Mountain Equipment (RME) partners with a group of agricultural, corporate and rural-based individuals and founds Agriculture for Life, a charitable organization dedicated to building awareness and understanding of the industry through the delivery of agriculture education and farm safety programming.

January 2008

Rocky Mountain Equipment Dealerships Inc. (RMDI) begins making acquisitions across Western Canada. Each store remains under its own brand, maintaining its own identity, while operating under the RMDI umbrella.

2007

December 20 Rocky Mountain Equipment Dealerships Inc. (RMDI) launches an IPO taking the company public. TSX-RME
September Rocky Mountain Equipment Dealerships Inc. (RMDI) is incorporated and shortly after acquires Hammer Equipment and Hi-Way Service Ltd.



RME TODAY

Canada's largest agricultural equipment dealership network.

48 branches across Canada

Our Brands:



+ many other supporting lines.

Our Services:

Sales ■ Service ■ Parts ■ Precision Farming

At Rocky Mountain Equipment (RME), we offer proactive equipment solutions and support to the communities we serve.

Our customers get:

- Efficient and reliable equipment
- Access to technology and data to maximize the performance of the equipment
- Support for the equipment and technology RME sells to ensure reduced input costs and increased production

Our People:

At Rocky Mountain Equipment (RME), our people are our greatest resource.

We maintain a culture of empowerment and support through comprehensive benefit, training and development programs.

Today, the RME team is over 1,000 people strong - and growing!



Communities:

As a dependable partner, Rocky Mountain Equipment (RME) supports communities and organizations that share our values. We contribute approx. \$250,000 yearly, to many well-deserving communities and organizations across our branch network.

Our Future:

- Continue to be the dependable partner our customers can rely on
- Continue to provide equipment solutions and technological support by connecting, engaging and leading our customers in high-performance farming
- Continue to look for expansion opportunities while keeping a tight geographical footprint

