

Iveco and FPT Industrial, brands of CNH Industrial, to feature at Dakar 2015

Iveco, the company's commercial vehicles brand, together with sister powertrain brand FPT Industrial have renewed their multi-year sponsorship of Team PETRONAS De Rooy Iveco. The team is set to compete in the 2015 edition of the Dakar. As a part of this partnership, Iveco will provide competition and assistance vehicles equipped with engines from FPT Industrial. The 2015 partnership was presented at a press conference on 2 December at CNH Industrial Village in Turin, Italy.

Basildon, December 3, 2014

CNH Industrial brands Iveco and FPT Industrial are teaming up once again for the world famous off-road rally: the 2015 Dakar. The brands will once again feature as official sponsors of Team PETRONAS De Rooy Iveco. The news was announced yesterday at a press conference held at CNH Industrial Village in Turin, Italy.

The morning's proceedings saw speeches by Pierre Lahutte, Iveco Brand President, Riccardo Buratti, Engines Engineering Director at FPT Industrial, and Claudio Pastoris, CEO of Sparco, a global supplier of racing equipment. Speaking on behalf of fellow sponsor PETRONAS were Giuseppe D'Arrigo, Regional Head of Europe, and Andrea Dolfi, Global OEM Liaison & Motorsport Manager, Research & Technology. Gerard De Rooy – captain of Team PETRONAS De Rooy Iveco – also took the floor to present the other members of the Team and outline the main characteristics and challenges of the 2015 race.

In line with their adventurous identities, the two CNH Industrial brands will provide vehicles, parts and engines for the Netherlands-based Team PETRONAS De Rooy Iveco at the next Dakar rally.

“2015 represents an important milestone for Iveco. It is the year that begins with the “International Van of the Year 2015” title awarded to our Daily by a jury panel of 23 leading journalists from major international commercial vehicle publications. It is also the year in which we celebrate our brand's 40th anniversary. There would be no better way to celebrate these successes and commence the New Year than to take the first place position on the Dakar podium”, commented Pierre Lahutte, Iveco Brand President, commented during his speech.

The 37th edition of the Dakar – the seventh to take place on South American soil – will start in Buenos Aires, Argentina on 4 January and will finish in the same city on 17 January, after 13 stages following a ring-shaped route. The 414 vehicles on the starting line will have to cover more than 9,000 km of roads, tracks and dunes, through Argentina, Chile and Bolivia.

CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) is a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. Each of the individual brands belonging to the Company is a major international force in its specific industrial sector: Case IH, New Holland Agriculture and Steyr for tractors and agricultural machinery; Case and New Holland Construction for earth moving equipment; Iveco for commercial vehicles; Iveco Bus and Heuliez Bus for buses and coaches; Iveco Astra for quarry and construction vehicles; Magirus for firefighting vehicles; Iveco Defence Vehicles for defence and civil protection; and FPT Industrial for engines and transmissions. More information can be found on the corporate website: www.cnhindustrial.com

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