

Iveco Bus, the CNH Industrial brand dedicated to collective passenger transport, arrives in Brazil

The company's brand dedicated to the design, manufacture and marketing of a broad range of buses and coaches makes its debut on the Brazilian market at FetransRio 2014, one of the country's largest trade fairs dedicated to the public transport sector. Already a leader in Europe, this important step marks a new development for Iveco Bus as it furthers its global expansion.

Basildon, November 6, 2014

CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) has officially launched its Iveco Bus brand in Brazil. The arrival of Iveco Bus in this market is the latest development in a series of global expansion objectives which include further growth in Latin America as well as in Africa, the Middle East and China. In Europe, Iveco Bus is currently one of the main players in passenger transport where every 1 in 5 buses in circulation originates from the brand. This success in Europe and positive growth at an international level stems from the prestigious European heritage of Iveco Bus, which is the result of over a century's worth of experience and expertise in manufacturing passenger transport vehicles.

The brand made its Brazilian debut yesterday at FetransRio 2014, one of the country's largest trade fairs dedicated to the public transport sector. The Iveco Bus stand at the fair presented its main solutions for the public transport market in Brazil, including models mounted on the 170S28U chassis. This chassis is specifically designed for the Brazilian market in response to demand in the 17 tonne vehicle segment, one of the fastest growing in the country due to the renewal of public transit fleets in large cities. Its two configuration types: urban bus and charter/intercity bus, provide transport operators with greater flexibility for their required missions. The 170S28U chassis is manufactured on a dedicated product development platform established for the bus and coach segment at the Iveco industrial complex in Sete Lagoas (MG).

Also present on the stand is the CityClass in a minibus, charter version, which caters to the 7 – 8 tonne vehicle range. Brazil's government chose the CityClass for its "Path to School" programme, which provides children, especially those living in rural areas, with access to transport links to their educational institutions.

Iveco Bus worldwide

Iveco Bus designs, manufactures and markets a broad range of vehicles that meets all the needs of public and private operators. These include: school, intercity and tourism coaches, standard and articulated city buses, minibuses for all passenger transport missions and chassis for bodybuilders. In addition to Brazil, Iveco Bus has manufacturing facilities in France, the Czech Republic, South Africa, China and Argentina.

The brand has a strong European leadership in clean, alternative fuel technologies such as CNG (Compressed Natural Gas), Electric and Hybrid. It recently won 2 out of 4 important multi-year tenders from major French transport operator RATP (Régie Autonome des Transports Parisiens) for new generation CNG and hybrid electric city buses.

Investments in alternative fuel technologies have also attracted recent attention from countries outside of Europe as they seek to adhere to new legislations and reduce pollution and noise levels in large urban centres. In May of this year, the brand announced that it would be supplying Baku, the capital of Azerbaijan with 151 high-level service, compressed natural gas (CNG) Crealis buses. Among the intended purposes for these buses are to provide transport connections during the Pan-European Games, which will be hosted by Azerbaijan next June.

CNH Industrial in Brazil

Brazil is a key market for the global capital goods company where it has long established operational facilities and commercial and service outlets for the many facets of its business portfolio. CNH Industrial employs over 10,000 people in the country and has sites in Belo Horizonte, Cuiaba, Curitiba, Nova Lima, Piracicaba, Sete Lagoas and Sorocaba. Its manufacturing facilities in the country produce a full product spectrum from light, medium and heavy commercial vehicles to engines, defence vehicles, agricultural machinery and construction equipment. The arrival of Iveco Bus rounds off the company's comprehensive segment offering for the market.

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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