

Iveco, CNH Industrial's commercial vehicles brand, arrives in Malaysia

The brand, in partnership with exclusive distributor F.A. Trucks, marked its entrance into the country's fast-growing truck market with a press conference. The full range of commercial vehicles for the market was introduced: the Stralis and 682 heavy commercial vehicles, the Trakker off-road truck, the Eurocargo medium truck and the New Daily light commercial vehicle. These models will also be on display to the public at the Malaysia International Bus, Truck & Components Expo, which will be held in Kuala Lumpur from May 14-16.

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CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) brand Iveco has arrived in the Malaysian market with a full line-up of commercial vehicles from its heavy, medium and light ranges. The brand has partnered with F.A. Trucks Sdn Bhd, a wholly-owned subsidiary of Federal Auto Holdings, which was appointed in 2014 as the exclusive distributor for the sale of Iveco vehicles, service support and the sale of genuine spare parts in the market.

In a joint press conference, held today by Iveco and F.A. Trucks in Kuala Lumpur, members of Senior Management from Iveco and Federal Auto Holdings presented their business strategy for the market, and their plans for the further development of the sales and service network.

The five key product ranges in the Iveco line-up were introduced: the Daily light commercial vehicle – named “International Van of the Year 2015” –, the medium Eurocargo truck, the heavy Stralis truck – named “Truck of the Year 2013” –, the off-road heavy Trakker and the 682 heavy truck. The product offering is complemented with a full range of after-sales and financing which will take advantage of Federal Auto Holdings' local presence in the country.

“Malaysia is an important market with a dynamic automotive sector. We are entering this competitive market with a full line-up of 14 models, and with the help of F.A. Trucks, we are confident that discerning fleet and transport operators and business owners in Malaysia will appreciate the proven quality, durability, reliability and, most importantly, the cost-efficiency of Iveco products. The technology that goes into every Iveco vehicle has proved its worth on roads around the world and in the extreme conditions of the Dakar rally”, said Michele Lombardi, APAC Iveco Brand Leader.

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

Iveco 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). Iveco designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, and vehicles for applications such as off-road missions.

The brand's wide range of products include the Daily, a vehicle that covers the 3 – 7 ton vehicle weight segment, the Eurocargo from 6 – 16 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, with the brand Iveco Astra, builds mining and construction vehicles, rigid and articulated dump trucks and specialty vehicles.

Iveco employs close to 21,000 individuals globally. It manages production sites in 7 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 4,200 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.

For further information about Iveco: www.iveco.com

Media contact:

Stefano Ferro
Corporate Communication – Asia Pacific
Tel.: +39 011 0086346
Email: media.apac@cnhind.com