

## **The Iveco Bus Magelys named “International Coach of the Year 2016”**

*The International Bus & Coach of the Year Jury, made up of senior journalists from 22 of Europe’s leading bus and coach industry publications, has voted the Magelys, from CNH Industrial brand Iveco Bus, as “International Coach of the Year 2016”.*

London, September 9, 2015

The new Magelys tourism coach from Iveco Bus, a brand of CNH Industrial N.V. (NYSE: CNHI / MI: CNHI), has been recognised with the “International Coach of the Year 2016” title.

The Coach of the Year jury chose the vehicle amongst competing entries for its array of innovations, efficiencies and performance: “Iveco have focused on efficiency with the Magelys and jurors appreciated how this manifests itself in a number of ways designed to reduce the total cost of ownership for the operator. A significant factor in the appeal of the Magelys was the price-quality ratio, combining value for money with a vehicle that does not compromise on the specification or the standard of materials used. Furthermore, it is a vehicle that can be used for a variety of roles and for a full life,” commented the jury in its official announcement.

The Magelys is manufactured at the Iveco Bus coach and bus production facility in Annonay, France. This site is recognised with the 100% Origine France Garantie distinction label (certifying authentic French production), which was conferred by the French Prime Minister in 2013.

“We are very proud that our Magelys emerged victorious after extensive test drives involving a very strong competitive selection this year. The ‘Coach of the Year 2016’ title demonstrates that our vehicle is the most attractive to meet the growing demand for regional and international routes, offering the best comfort for passengers in a cost efficient package for the operator,” said Sylvain Blaise, Head of Iveco Bus.

The official trophy will be presented on the Iveco Bus stand at the Busworld exhibition, which takes place in Kortrijk, Belgium from October 16 – 21, 2015.



PRESS RELEASE

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**Media contacts:**

Alessia Domanico  
Corporate Communications - Global  
CNH Industrial  
Tel: +44 (0)2077 660 326

Laura Overall  
Corporate Communications Manager  
CNH Industrial  
Tel. +44 (0)2077 660 338

Email: [mediarelations@cnhind.com](mailto:mediarelations@cnhind.com)  
[www.cnhindustrial.com](http://www.cnhindustrial.com)