

Three Iveco Stralis Hi-Ways for the most popular Formula 1 team

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Scuderia Ferrari, one of the most famous sporting teams in the world, and the most popular in Formula 1, has confirmed the supply of three Stralis Hi-Way tractor units finished in distinctive 'Maranello red' paintwork. They enhance an already large fleet of Iveco vehicles operated by the team that has grown over the years.

The three vehicles are equipped with the latest technologies such as Iveconnect, the exclusive Iveco system which integrates infotainment, navigation and driver assistance in a single device. The innovative Driver Attention Support feature constantly monitors the driver's level of concentration by analysing steering wheel inputs and alerting the driver with an audible and visual signal if a state of drowsiness is detected.

The historic collaboration between Iveco and Scuderia Ferrari began in 2000 and has been renewed for 2015. The three Iveco Stralis Hi-Ways are being used by the team to transport trailers offering mobile office accommodation to the team at each European round of this year's championship.

Iveco's involvement in the world of Formula 1 is part of the wider communication strategy of the company which, in harmony with its international identity and the pursuit of initiatives that are an expression of its vitality, is strongly oriented to the world of sport. In addition, Formula 1 is the ultimate expression of technological innovation applied to the sports world in the automotive field: the same strong commitment to innovation that inspired Iveco in the design and manufacture of the products and services offered to its customers.

Iveco

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, city and intercity buses and coaches as well as special vehicles for applications such as firefighting, off-road missions, defence and civil protection. Iveco employs over 26,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.

For more on Iveco visit: www.iveco.com

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