

Van test drive scoops Newcastle businessman a VIP visit to Ferrari

Watford, December 17, 2014

The Managing Director of a timber supply business in Newcastle-upon-Tyne will be speeding off to Italy in the New Year after winning a 'money-can't-buy' VIP tour of the Ferrari factory in Maranello, home of the legendary Ferrari Formula 1 team.

Neil Watson, of Watsons Timber, won the once-in-a-lifetime trip after visiting North East Truck & Van in Blaydon to road-test Iveco's New Daily van during its launch in September. Neil's name was selected at random from hundreds of entrants who took part at Iveco dealerships across the country.

Neil, who plans to share the trip with his wife Tori, said: "The news I'd won came as a fantastic surprise. I'd just taken delivery of two additional Daily vans for my company fleet when I got the news we'd won. It's going to be an amazing trip and we can't wait to go."

The New Daily, which has been named International Van of the Year 2015, is a true all-rounder – combining a great driving experience with a classic ladder frame chassis, which ensures utmost strength, versatility and durability.

The trip to Maranello will include a behind-the-scenes tour of the Ferrari factory, with a chance to see every stage of vehicle production from the engine blocks being cast to the state-of-the-art vehicle assembly lines. They will also visit the Formula 1 team headquarters and the famous Ferrari Museum, which welcomes visitors with exhibitions of Ferrari's past and its plans for the future.

Iveco and Ferrari are both sister companies; Iveco also maintains a longstanding relationship with the Ferrari marque, supplying the Ferrari Formula 1 team with a fleet of trucks.

Blaydon is one of seven Iveco dealerships operated by NETV. The company also represents the Iveco brand in Billingham, Carlisle, Hull, Immingham, Lincoln and York.

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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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For more press information from Iveco contact:

Nigel Emms, Press and Public Relations Director

Tel. +44 (0)1923 259513

nigel.emms@iveco.com

ref: IVECO 14050