

Iveco at the Salone del Gusto and Terra Madre 2014

Turin, 24 October, 2014

Iveco is present at the Salone del Gusto and Terra Madre 2014 with the **New Daily**, the signature vehicle in its light range segment and winner of the prestigious **International Van of the Year 2015** award. The **New Daily** is designed to be the ideal *business partner* for those who work in the sales, distribution and transport sectors. The **Natural Power** version of the vehicle on display runs on compressed natural gas (CNG). It is located in an outdoor, Iveco-branded area near pavilion 3.

A state-of-the-art vehicle, it is at the top of its class in terms of cargo volume and capacity, car-like comfort and driveability, and even lower fuel consumption. These impressive characteristics convinced a jury of 23 journalists from Europe's most important specialised magazines to name **the New Daily the "International Van of the Year 2015"**, an award given every year to the vehicle that, according to the jury, "has made the greatest contribution to the standards of efficiency and the sustainability of the transport of goods by road with respect to the environment and the safety of people".

The **New Daily** version powered by compressed natural gas (CNG) has the same strong points as the diesel version in terms of torque, payload and driveability. The ladder frame chassis makes it the preferred vehicle for bodybuilders, providing them with robustness and the ability to support heavy loads. Furthermore, as a result of the way in which the cylinders are mounted on the Natural Power model, there is no reduction in load space or to the flexibility offered to bodybuilders.

The collaboration between the **brands of global capital goods company CNH Industrial and the world of Slow Food** has been ongoing for many years now, involving a variety of activities: **Iveco is "Environmental Partner" of the Salone del Gusto 2014** and **"Technical Partner"** for the project **"10,000 Food Gardens in Africa"** in collaboration with the Slow Food Foundation for Biodiversity. In this first year of its support, the company donated a vehicle to the community of Karrayyu shepherds in Ethiopia, which will enable them to transport a dozen 50-liter cans of the camel milk they produce on a daily basis.



PRESS RELEASE

New Holland Agriculture, an agricultural machinery brand of CNH Industrial, is also a “**Strategic Partner**” of the University of Gastronomic Sciences. Alongside the university’s academic programme, the brand promotes specific projects involving sustainable agricultural practices and the use of automation in the global production of food.

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, 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 special 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

For further information about CNH Industrial: www.cnhindustrial.com

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