



Iveco and Astra in Saudi Arabia to bring tailor-made truck solutions with a new partner, FAMCO

Jeddah, 18 May 2016

Iveco and Astra joined forces with their new distribution partner FAMCO, to host three well-attended events in Saudi Arabia, which attracted more than 650 industry professionals from across the country, representing governmental entities, construction businesses, quarries, transport operators and other operations interested in the brand's latest generation of vehicles.

The two brands presented their full ranges, from light to extra heavy, to industry professionals and decision makers attending the three regional launches organized by FAMCO in Saudi Arabia's three main regions, Dammam (20th April), Riyadh (25 April) and Jeddah (2nd May). These events mark the effective start-up of the partnership signed with FAMCO in 2013.

Iveco is the only truck manufacturer that provides a full range of on- and off-road applications in the Middle East, with additional tailor-made solutions provided to clients in the region, including Saudi Arabia. The brand is growing its presence in the Middle East, and working to enhance its market position. Saudi Arabia is a priority for the brand since it is the largest market in the Middle East, with a strong economy.

FAMCO (Al-Futtaim Auto & Machinery Company) is a leading solution provider of commercial vehicles, construction and industrial equipment with a presence in seven countries and representing more than 30 leading industrial brands in 6 sectors –trucks and buses, construction equipment, power generation, industrial equipment, marine engines, and storage and handling solutions.

"We are confident that the addition of Iveco and Astra to our products' portfolio will provide significant value to our customer-base across the Kingdom. The future will witness considerable growth for FAMCO in Saudi Arabia and accordingly we will constantly strive to deliver best in class customer service to our clients," said Alexander Bell, Regional General Manager Truck and Bus division, FAMCO Group.

The Heavy range represents Iveco's core business in both the Kingdom of Saudi Arabia as well as Egypt and other key markets in the Middle East. The company knows the needs of fleets are changing, as are the types of vehicles required, and Iveco's off-highway and on-highway ranges offer a superior choice for fleet owners.

Pierre Lahutte, Iveco Brand President, quoted: *"We are extremely pleased with our partnership with FAMCO and the events that just occurred. We are sure that with FAMCO we will substantially improve the*

level of service to our customers in Saudi Arabia. FAMCO is a highly reputable organization with a strong financial capability and an outstanding ability to move forward in terms of projects. FAMCO's widespread network in Saudi Arabia provides us with business opportunities both in terms of sales and after-sales services, and we look forward to a establishing a long-term relationship with the firm."

Iveco is a brand that has proven itself able to take a bold approach to change over the years. It is now relaunching itself in Saudi Arabia, persistently pursuing its vocation as a major player on the international and multicultural stage, while continuing to focus on its core values: Technology, Total Cost of Ownership, Sustainability and Business Partnership.

Iveco is present in the Middle East with a dedicated and full range of models engineered for the local market. The brand operates across the area with 16 dealers and through more than 29 sales points. Moreover, more than 43 service points provide after-sales assistance to customers all over Africa.

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 – 19 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, the Iveco Astra brand builds off-road trucks, rigid and articulated dumpers as well as 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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