

## **Iveco Number 1 Importer of Commercial Vehicles above 3.5 t in Germany: celebrating the success of its product range renewal and its total commitment to quality at the 2016 IAA edition**

*With more than 22% growth over the last two years since the last edition of IAA Hannover, the brand is now the first full range importer of Buses and Commercial Vehicles above 3.5 t in Germany, one of the most demanding markets in the world and home to its main competitors.*

*The New Daily, in the LCV segment, and Iveco Bus, now number three on the German Bus market, spearheaded the success of Iveco in Germany during the last two years. In four years, Iveco Bus has doubled its market share, reaching 10.6% in the first half of 2016.*

*The brand's total commitment to quality and to winning technologies such as Euro VI Hi-SCR, which does not require EGR and DPF active regeneration, have been the backbone of its products' success in Germany.*

Turin, 4 October 2016

At the official Iveco press conference on the stand, **Pierre Lahutte**, Iveco Brand President, confirmed the fast growing performance of Iveco and Iveco Bus in the host country of IAA 2016. The brand is **now the first full range importer of buses and commercial vehicles in Germany**. Its success is built on the complete renewal of the product range, on its unique Euro VI technology and its total commitment to quality.

**Pierre Lahutte, Iveco Brand President**, commented: *"Since the last IAA exhibition in 2014, Iveco has grown at a rapid pace in Germany, going from less than 14,000 to more than 17,000 registrations a year, with a +22.5% increase in registrations in the last two years. One of the best success stories in Germany comes from Iveco Bus: in just four years, Iveco Bus has doubled its market share, going from 5.7% in 2012 to 10.6% in 2016 (1st half), and it ranks now third in the German Bus market. In Germany, the Crossway range has earned the trust of key bus operators, spearheading Iveco's growth".*

A good example is **Deutsche Bahn**, Germany's biggest operator of urban and intercity bus services, which has extended its framework contract with Iveco Bus so that Iveco will have supplied **1,200 Crossway and Crossway Low Entry buses** for its fleet by 2018. *"With more than 2 million passengers transported every day, they renewed their confidence in Iveco, thanks to our total commitment to quality and the great performance of our HI-SCR technology."* Commented Pierre Lahutte.

**Iveco's HI-SCR technology is a key element of the brand's success:** the best Euro VI technology in the market, it achieves the stringent emissions standards without EGR or active regeneration. With HI-SCR, the optimised combustion results in greater efficiency and lower fuel consumption. The SCR system delivers an extraordinary NOx conversion ratio or up to 97%. The absence of regeneration results in significant benefits in terms of maintenance intervals and associated costs. Iveco's patented HI-SCR technology gives customers a precious competitive advantage.

At the heart of Iveco's success is also the complete renewal of its product range. This year the renewal includes the **New Stralis TCO<sub>2</sub> Champion**, which drastically reduces TCO and CO<sub>2</sub> emissions – a performance backed by **two TÜV SÜD certificates** on fuel savings: up to 11.2% plus up to an additional 10% reduction through the fuel consultancy services included in TCO<sub>2</sub> Live Services.

## 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](http://www.iveco.com)

For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)

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