



IVECO expands its presence in East Africa with its new Partner in Kenya Global Motors Centre

IVECO announced that it is expanding its presence in East Africa through its new industrial and commercial partnership with Global Motors Centre for Kenya Market

Nairobi, 27 March 2017

IVECO announced that it is expanding its presence in East Africa and giving a new start to its industrial and commercial operations in Kenya with its new partner Global Motors Centre Limited (GMC), part of the group TransAfrica Motors Limited (TAM). GMC will be responsible for the assembly and distribution of the brand's full product range in the region (Daily, Eurocargo and Trakker). This move will further consolidate IVECO's leading position in the region, where it has established since the 70' a strong presence in the markets through successful partnerships, such as its Ethiopian Joint Venture AMCE.

The announcement was made at a press conference held on Thursday 23rd March at the InterContinental Hotel in Nairobi, which was attended by representatives of the national press and institutional authorities. At the event IVECO presented its plans for the Kenyan market, which has become increasingly strategic to the commercial vehicles business. The Italian Ambassador to Kenya, Mr. Mauro Massoni, the Commercial Attaché, Mr. Paolo Rotili and the Director of Kenya Investment Authority Mr. Moses Ikiara, who were present at the press conference, welcomed the brand's commitment to Kenya.

Global Motors Centre Limited is an affiliate company of TransAfrica Motors Limited (TAM), one of the leading automotive dealers in the East African region and a licenced Motor Vehicle Assembling company with an operational assembly plant. With the backing of IVECO's organisation and international teams, Global Motors Centre Limited will be able to deliver prompt, efficient and reliable service to IVECO customers through its network of branches, and the modern, fully equipped workshops and showrooms located in strategic areas in the major cities and staffed by experienced and skilled sales people and service technicians.

Fabio De Serafini, IVECO Africa & Middle East Business Director, commented: *"We are very pleased to be here today to lay the ground for a solid and growing presence of IVECO in Kenya with our partner Global Motors Centre, backed by TransAfrica Motors' experience. It is a company with a solid reputation, strong financial capability and an outstanding ability to move forward and develop with us the best business opportunities in the market. We are confident that together we will be able to meet our*

customers' needs to their full satisfaction thanks to the renewed local presence, the staff's expertise and our focus on the latest industry trends."

IVECO is a brand that has proven able to take a bold approach to change over the years. Today's launch in Kenya pursues the brand's vocation as a major player on the international and multicultural stage, while focusing on its core values of Technology, Total Cost of Ownership, Sustainability and Business Partnership.

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 – 7.2 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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