

## IVECO Retail opens £1.1m flagship dealer premises in Farnborough

- *New facility to provide expert sales and aftersales support for Daily, Eurocargo, Stralis, Trakker and all-makes fleets*
- *Developed from the outset to meet the new IVECO Truck Stations heavy truck standard*

Basildon, May 15, 2017

IVECO-owned dealer group IVECO Retail has invested £1.1m in opening a new flagship dealership in Farnborough, Hampshire, offering commercial vehicle sales from 3.5 to 44 tonnes, plus comprehensive aftersales support for IVECO customers and all-makes fleets along the busy M3 corridor.

The new dealership sits on a prime plot offering a 3,000 sq m workshop featuring nine bays for truck, van and minibus servicing. The site also features a dedicated ATF lane, MOT facilities, rolling road brake testing capability and tachograph calibration and repair facilities which can be converted to additional servicing bays to suit customer demand.

The dealership holds genuine IVECO spare parts on-site, plus is the base for two dedicated IVECO Assistance Non-Stop vans, which provide 24-hour roadside assistance in the local and surrounding area.

Farnborough is also an accredited IVECO Truck Station – one of a network of 250 specialised and highly-efficient dealers across Europe offering advanced heavy truck expertise. These sites must each pass a rigorous set of standards which include staff training, extended opening hours, higher parts availability and a drivers' lounge, with wash facilities.

Eamonn Parker, Dealer Principal at IVECO Retail, says: "We wanted to build a brand-new dealership offering first-class facilities for customers and staff alike, and we're delighted with the result. In terms of location, this is the perfect new home – with great links to key arterial roads such as the M3 and M25.

"It's also the perfect base to continue to build our market share in the south, whilst ensuring we are best positioned to take advantage of growing interest in the latest generation of alternative fuel vehicles, including Daily Electric and the full line-up of gas-powered IVECO vans and trucks."



PRESS RELEASE

Parker has launched a recruitment drive to support planned growth for the new dealership, and says the quality of the new facility and a commitment to staff training is generating significant interest.

He says: “Everyone knows that the best technicians are in high demand, so providing an excellent working environment is vital. Our workshop is spacious, well-lit and equipped with the latest diagnostic equipment to make vehicle repairs simpler. We’re confident we have the best facility in the local area – and already a great team, which we are looking forward to expanding further.”

New employees at IVECO Retail will join IVECO’s internal training programme, and the dealership is offering both Class 1 HGV and tachograph test training to upskill its new workshop team.

Key to the design and build of the new dealership was environmental protection, to underline IVECO’s commitment to being a partner for sustainable transport. The new premises features large skylights to maximise use of natural light, overhead lighting activated by motion sensors, and illuminated external signage that turns off at a set time to save energy. The site’s pursuit of ‘green’ operations also played a key role in the ‘ecology’ theme of the launch event, which was attended by the Mayor of Rushmoor, Councillor Jacqui Vosper.

It joins three other IVECO Retail dealerships within IVECO’s UK network, including sites in Croydon, Heathrow and Reading – which are also Truck Stations.

For more details on IVECO Retail and the new Farnborough location, visit <https://www.iveco-dealership.co.uk/iveco-retail-limited> or call 020 3457 5445.

The dealership is located at Unit 4, Chancerygate Way, Hawley Lane, Farnborough, Hampshire, GU14 8FF.

## 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 tonne vehicle weight segment, the Eurocargo from 6 – 19 tonnes, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tonnes. 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.*

To download supporting imagery: <http://gk.news/IVECO>

For further information about IVECO: [www.IVECO.com](http://www.IVECO.com)

For further information about the IVECO dealer network: <http://www.IVECO-dealership.co.uk>

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



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