

Courtside Conversions Awarded IVECO'S BUSMASTER Certification

Ninth UK-based bodybuilding partner joins BUSMASTER programme

Basildon, June 19, 2017

Devon-based Courtside Conversions, specialists in wheelchair accessible vehicles and minibuses, is benefiting from industry-leading recognition after being welcomed into IVECO's prestigious BUSMASTER advocate programme.

The BUSMASTER seal of approval is only awarded to trusted and reliable bodywork providers after a stringent auditing process – ensuring only the very finest bodybuilders achieve certification.

Designed as a reward for providing high-quality products to IVECO BUS customers, accredited suppliers are given access to the BUSMASTER support network; which includes a wealth of tools for members, such as CAD drawings and sales and marketing collateral.

Abdi Ali, Product Manager, IVECO BUS UK, says: "The BUSMASTER programme allows us to drive customers to a network of qualified bodybuilders across Europe, when they're looking for bespoke bodywork. Courtside Conversions has significant experience building vehicles on the Daily chassis, and it's fantastic to welcome them into the programme as our ninth UK partner."

Showcasing its bodybuilding expertise, Courtside Conversions has built a dedicated demonstrator which it is making available for fleets to trial anywhere in the UK. The IVECO Daily WAVE is a 16-seat wheelchair accessible vehicle, which features access via a triple step design through the main cab door, as opposed to requiring a side sliding door. With air suspension on the front axle as standard, this helps to facilitate access for limited-mobility users – an innovation resulting directly from customer feedback. It also features a wheelchair lift at the rear.

Emmie Birchmore, Sales & Marketing Manager for Courtside Conversions, comments: "We were thrilled to be given IVECO's BUSMASTER endorsement. Quality is key for us, and recognition from a major manufacturer enhances our brand significantly. We are also now benefitting from having a direct channel of access into IVECO BUS, and being able to promote our range via the BUSMASTER website."





Performing conversions across the UK since 1996, Courtside Conversions is a family business offering a fully tailored service. The company specialises in minibuses primarily for local authorities, schools and charities, as well as bespoke private commissions.

IVECO BUS

IVECO BUS is a trademark of CNH Industrial N.V., a world leader in capital goods listed on the New York Stock Exchange and the Milan Stock Exchange.

A major player in the public transportation sector and one of the leading vehicle manufacturers in Europe, IVECO BUS designs, manufactures and sells a wide range of vehicles that precisely meet the needs of private transport companies and public transport authorities:

- School, intercity, route and touring buses (Crossway and Magelys)
- Standard and articulated buses and their BRT (Bus Rapid Transit) versions, including proven leadership in NGV and Hybrid clean technologies (Urbanway and Crealis)
- Minibuses meeting all passenger transportation needs (Daily)
- Bodies for specialized bodywork designers.

IVECO BUS employs over 5,000 people and operates two factories, located in Annonay, France and Vysoké Myto, Czech Republic, which were both awarded bronze medals in 2013 within the framework of WCM (World Class Manufacturing), an international methodology for the management of manufacturing processes according to the highest global standards. An extensive network of IVECO BUS and IVECO service points provides assistance anywhere IVECO BUS vehicles are operated.

For more information on IVECO BUS, visit www.IVECO.com
For more information on CNH Industrial, visit www.cnhindustrial.com

For further information, please contact IVECO BUS Press Relations:

Lisa Fuller, Brand Marketing and Communications Manager

IVECO Ltd

Tel. +44 (0)7740 448110

lisa.fuller@IVECO.com

www.IVECO.co.uk