

Iveco launches new app dedicated to customers in Asia/Pacific markets

Iveco opens a new direct communication channel with its customers in the Asia/Pacific markets with the new, specially developed 'MY IVECO' application.

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Iveco launched its new 'MY IVECO' app with the aim of building an even closer relationship with its wide customer base in the Asia/Pacific region. The free app offers an easy and user-friendly platform, with up-to-date content and a host of useful features.

It's never been easier to stay in touch with Iveco

The new 'MY IVECO' app was specifically designed to provide customers in the Asia/Pacific markets a free, direct and easy way to stay in touch with the brand. All the content is maintained up to date and is specific to the individual user's location.

With the **Dealer Locator** function, customers will easily find the dealer or workshop closest to their location – whether they are at their premises or away on a job.

The **News** section is constantly updated, bringing instantly the latest news on Iveco, its products and its services, to the customers' smartphones and tablets.

Useful functions, such as **Contact Us** that enables customers to contact Iveco within the app, complete the capabilities of 'MY IVECO', which will be further expanded in the future with new features such as a Product Support section, that will allow customers to get in touch with the closest Iveco dealer or service centre, product videos, augmented reality, 360 degrees product views and much more.

All the brochures in one place

The **Kiosk** section contains a complete library of all the brochures for the Iveco products available in the user's market, such as the multi awarded Daily, winner of the Van of the Year 2015, the Eurocargo, Truck of the Year 2016 and the Stralis, Truck of the year 2013. Customers will be able to scroll through all the material available and read the brochures on their mobile device both on- and off-line. They will also be able to download the brochures in PDF format through a link the app will send to their email address.

Market specific content in local language

'MY IVECO' is customised to display content specific to the user's market. It will be available in English across the region, while in China, Russia and Turkey customers will also have local language versions.

'MY IVECO' is available for free on the App Store and Android Market.

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