

## **IVECO joins CNH Industrial brands as official partners to historic Goodwood Estate**

*CNH Industrial's commitment to sustainability was key to securing the partnership*

Basildon, June 8, 2018

IVECO is providing three of its Daily vans and a Daily Tourys minibus to the historic Goodwood Estate. The move is part of an official partnership that includes parent company CNH Industrial's global agricultural and construction brands New Holland Agriculture and CASE Construction Equipment.

The fleet of temperature-controlled vans is used for daily deliveries of both meat and dairy goods produced at Goodwood's award-winning organic farm to the Estate's kitchens and hotels as well as suppliers across the country including top London restaurants.

The milk and cream produced from the organic dairy herd is accepted to be some of the best in the country for use in coffee, and the new IVECO Daily fleet makes daily deliveries to artisanal coffee shops, which are growing in popularity with customers demanding ethically sourced products

Both the 3.5-tonne and 7-tonne Daily vans are equipped with IVECO's class-exclusive Hi-Matic eight-speed automatic transmission, which changes gear more quickly and precisely than the best driver, needing less than 200 milliseconds for a gear shift when greater acceleration is required. Designed to offer absolute driving pleasure, the Hi-Matic's proven durability and reliability also helps reduce repair and maintenance costs by 10 per cent versus a standard manual transmission.

The Daily Tourys minibus is used to transport guests and dignitaries to and from Goodwood's portfolio of activities which include flagship event the Festival of Speed, the four-star Goodwood Hotel, farm-to-fork restaurant Farmer, Butcher, Chef, the world-class Goodwood Motor Circuit, which hosts the Revival, as well as golfing and horseracing venues.



PRESS RELEASE

The Estate is set in the South Downs National Park covering 12,000 acres of farmland, woodland and parkland. At its centre sits the Jacobean Grade I Listed Goodwood House – home to the Dukes of Richmond since the 1690s.

The varied requirements of the Estate meant CNH Industrial was a natural choice thanks to the product diversity of its brands and its commitment to sustainability – having been named Industry Leader in the Dow Jones Sustainability World and Europe Indices for the last seven years.

The 11<sup>th</sup> and current Duke of Richmond, Charles Gordon-Lennox, says: “I’m delighted to have CNH Industrial as an important partner in the ongoing development of the Goodwood Estate. Our vision is to create and maintain a financially healthy group of companies that both protect our heritage and anticipate future challenges and opportunities.

“Our values of high quality, authenticity, sustainability and protection of the environment are mirrored by the values of CNH Industrial. It is this that makes our new partnership such a powerful force for progress and improvement in the coming years.”

Goodwood Estate is one of Europe’s oldest and largest lowland organic farms and New Holland Agriculture is providing a range of modern agricultural equipment, focused on improving the productivity and efficiency of the farm.

The brand is also introducing precision farming technology, and as a result, the Estate will benefit from a greater level of agronomic information. The brand’s tractors, combine harvesters, telehandlers and hay and forage equipment are used on a daily and seasonal basis in both arable and livestock environments.

Goodwood’s forward-focused vision means its extensive infrastructure undergoes continual modernisation and renewal as well as the regular maintenance expected of such a historic estate.

The CASE equipment, including a wheel loader, mini-excavator, backhoe loader and skid steer loader are equally at home conducting road maintenance, being used to move cases of Goodwood Ale or feeding livestock and helping prepare for flagship events.

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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