

IVECO launches “Our History, your stories”, a relay race to follow its drivers on the roads across Europe

Turin, 21st June 2019

Five drivers, five countries, four stages, one mystery box: these are the numbers describing the IVECO Relay Race, a new initiative, called “**Our History, your stories**”, launched by the brand to put the spotlight on the life of drivers on board its trucks. It will follow truck drivers on a four-leg journey across Europe, with stops at iconic IVECO and CNH Industrial locations.

The aim of this project is to highlight the daily challenges of long-distance truck drivers and the role that their truck plays in their life on the road.

During the journey, the drivers will talk about their interests, their life on the road and their thoughts about their truck. These testimonies will be edited in a series of videos that will be published on IVECO’s social media channels in the coming weeks.

IVECO is organising this initiative in collaboration with leading European logistics operators, whose drivers are taking part in the drive across Europe, carrying a mystery box. They will start at the CNH Industrial Village in Turin, Italy and stop at the tractor plant in St Valentin, Austria, IVECO’s heavy-duty truck design and testing centre in Ulm, Germany, and the powertrain factory in Bourbon-Lancy, France, before reaching the final destination. The journey will culminate in a big event in Madrid, Spain, where the contents of the mystery box will be revealed.

Follow the mystery box’s journey on:

Facebook: <https://www.facebook.com/IVECO/>

Instagram: <https://www.instagram.com/iveco/>



PRESS RELEASE

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 3.3 – 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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