

## MY IVECO: Iveco's new app for tablets and smartphones

*Enter the world of Iveco with just one click to access a variety of interactive services*

Turin, 10 April 2014

Iveco announces the introduction of MY IVECO, the new, free app for smartphones and tablets designed for Iveco customers and commercial vehicle drivers. MY IVECO enables users to obtain complete information about Iveco products and provides access to a series of useful services. The app will be available in six languages (Italian, English, Spanish, French, German, and Polish) from the Apple App Store for iOS and in Google Play for Android.

Navigating the app is simple and intuitive, allowing users to enter the world of Iveco with just one click. The main screen displays all of the features that users can select from in order to undertake a virtual voyage to discover the Iveco product line. Users can learn about a range of features and technical data for all vehicle models, as well as access interactive services, such as a product configurator and geolocation to find a dealership.

The Product Configurator helps users in choosing the ideal vehicle configuration for their needs, from model to axle configuration, and engine power to suspension type. By simply tapping on Find a Dealership, it is possible to locate the nearest dealership or authorised Iveco workshop and access the dealer's contact information. With Request Catalogue, users can choose the vehicle model they are most interested in and receive the relevant brochure by email.

Among other features, My Profile lets users customise the app by offering them the ability to enter their vehicle data and personal details, as well as record documents such as their driver's licence. With the Promotions feature, MY IVECO keeps users up-to-date with the latest Iveco promotions, which are broken down by type and business. The content offered in this section is always in line with the on-going promotions currently in the user's designated country, and can be shared through various social media platforms.

The app also allows users to stay informed on major company news through the News feature, while the Videos and Images area allows them to navigate to Iveco's official YouTube and Flickr channels. All app sections offer the ability to complete an information request form.



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By clicking on Contact Us, users can communicate directly with Assistance Non-Stop, the dedicated Iveco call centre, or send a written request to obtain a quote.

With the launch of this new application, Iveco once again takes advantage of the opportunities made available by new technologies in order to stay in touch with its customers to support them in choosing services and offers that are increasingly more personalised.

## 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, offroad trucks, city and intercity buses and coaches as well as special vehicles for applications such as firefighting, off-road missions, defence and civil protection. Iveco employs over 27,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.*

For more on Iveco visit: [www.iveco.com](http://www.iveco.com)

For more on CNH Industrial visit: [www.cnhindustrial.com](http://www.cnhindustrial.com)

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