

Iveco Daily wins another award: Chile “2016 Best Commercial Vehicle”

The Chilean trade press awarded the title of “2016 Best Commercial Vehicle” to the New Daily adding to its long list of award

Turin, 25 January 2016

The daily newspaper La Tercera, under the patronage of the National Automotive Association of Chile, with 16 specialized media awarded **the title of “2016 Best Commercial Vehicle” to the New Daily** at the 9th edition of this prize. The finalists in each category were submitted to a final test run at the **Autódromo Internacional racetrack in Codegua, near Santiago, on 28 December 2015.**

Pierre Lahutte, Iveco Brand President, said: *“We are delighted that our New Daily has been awarded as “2016 Best Commercial Vehicle” in Chile. After the title of International Van of the Year 2015 and a host of awards won in Europe, this title further confirms the quality of the Daily, which has raised the bar on Total Cost of Ownership, Comfort, Driveability, Productivity and Sustainability. I am sure this model will be appreciated in Chile as much as it has been in all the countries where it has been launched. Our Chilean customers can now count on the New Daily as a reliable and efficient working partner”.*

The jury panel considered for selection the new, renewed and restyled vehicles available for sale between 1st January and 31st December 2015. From this list, the jury shortlisted 51 vehicles split in 12 categories. The shortlisted vehicles were required to gather at the AIC racetrack on 28th December, to give the jury panel the opportunity to see the vehicles once more before making their choice. The jury’s evaluation considered three criteria: product, dynamics and value.

For the product, the jurors assessed the vehicle’s novelty within its segment, its design, its perceived quality, the evolution compared to its predecessor, comfort, functionality and technology. For the dynamics, emphasis was placed on safety, quality and performance on the track. With regard to value, the model’s positioning was considered, as well as its competitiveness, price/equipment ratio and differentiation, among others. Each of these criteria was rated with marks from 1 to 10, with the lowest and the highest rates being eliminated.

The New Daily successfully passed all three evaluations, following the tests conducted by the specialists.

The New Daily was launched to the Chilean market in September 2015 with an official ceremony attended by the press, key institutions and customers and held at the Fashion Museum in Santiago del Chile.

The vehicle – the third generation of Iveco's light commercial vehicle range– has won multiple awards in Europe, among them, the most important title as “International Van of the Year 2015” for its contribution in setting new standards in terms of TCO, comfort, driveability and efficiency.

IVECO DAILY 2015-2016 AWARDS:

Chile - “2016 Best Commercial Vehicle”

Europe - “International Van of the Year 2015”

Europe - “European Innovation Award 2016 of the Caravaning Industry” - Daily Hi- Matic

Germany - “Best KEP Transporter 2015”

Germany – “Innovation Award for KEP transporter 2015” - Daily Hi- Matic

Germany – “Beste Nutzfahrzeuge bis 3,5 to”

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

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