

New Iveco Managing Director outlines strategy for 2015

Watford, January 13, 2015

Bob Lowden, appointed Managing Director of Iveco Ltd in November 2014, used the occasion of Iveco's annual State of the Nation press conference to outline his goals for 2015, telling assembled media that Iveco is fitter, leaner, stronger and more determined than ever before.

A brand of parent company CNH Industrial, which was formed 15 months ago and has British headquarters, Lowden says Iveco has the assuredness and stability that comes from being part of a major global industrial organisation. Indeed, CNH Industrial is the second biggest capital goods company in the world, providing Iveco with the vitality and financial security to flourish in the commercial vehicle market both now and for the long-term.

Commenting on his return to the UK after three years heading Iveco's operations in South Africa, Lowden said: "My experience gives me an in-depth appreciation and awareness of the pressures that road transport operators live and work under every day. I understand the character and the demands of the local markets in the UK and Ireland; everything we do as a business moving forward will be about building relationships and delivering for operators where they are."

Light commercial vehicles

Lowden cited 2015 as offering a very bright future for New Daily, following its crowning as International Van of the Year 2015 – in the face of the toughest competition the award has ever seen.

But he said that Iveco's bedrock of commercial and fleet business, and in particular its successes with dotcom companies, needed to be matched by growth in the retail sector too – the very target market for which New Daily has been designed.

"For that, we need to be more visible," he said. "Our strategy for 2015 is to focus on growing our visibility, widening our retail dealer footprint, concentrating our dealer sales teams accordingly – and making New Daily a 'van of choice' for the huge variety of retail customers nationwide."

Medium sector

Looking at medium weight trucks, Lowden said that Iveco's SCR-only approach to Euro VI was proving a winner, particularly as vehicles in this sector often struggle to reach and maintain the heat needed to minimise the need for regeneration.



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“When you’ve got a vehicle using EGR as well as SCR, that – as a number of operators have already told us they’ve found – is proving to be an operational Euro VI headache. We’re not using EGR. So regeneration is not a problem with Eurocargo.

“The challenge for us with Eurocargo in 2015 is to maintain our market-leading position. We have the product, the performance and the pedigree to achieve this. Plus, we have a new generation Eurocargo to come later this year that will take us a further stride ahead.”

Heavy trucks

In the heavy truck sector Lowden praised his dealer network’s success in targetting heavy truck retail sales; but highlighted an aggressive conquest plan for 2015 and beyond to do more business with medium and large fleets.

He reaffirmed that Iveco’s SCR-only approach was proving itself to be every bit as innovative, creative, forward-thinking and efficient as expected, bringing significant advantages in terms of fuel efficiency, simplicity and familiarity for operators.

“Our number one goal is to get more drivers, fleet engineers and company bosses behind the wheel of a demonstrator,” he said. “We know for a fact that today’s Stralis and Trakker models are every bit as competitive as every other manufacturer on the market. Both products stand out for their driveability, cab comfort, economy and reliability – that’s confirmed by the feedback we get universally from demonstrations.

“Put simply, the complete Iveco product range has never been better and our network has never been stronger. We are continuing to invest in standards – and stretching these – at every possible level. It’s a win-win situation for customers and there are genuine benefits to be enjoyed from working with a brand which is hungry – even hungrier than the others – to prove itself,” he concluded.

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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 tonne vehicle weight segment, the Eurocargo from 6 – 16 tonnes, the Trakker (dedicated to off-road missions) and the Stralis,

both over 16 tonnes. In addition, with the brand Iveco Astra, builds mining and construction vehicles, rigid and articulated dump trucks and speciality 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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For more information contact:

Nigel Emms, Press and Public Relations Director

Iveco Ltd

Tel. +44 (0)1923 259513

nigel.emms@iveco.com

www.iveco.co.uk