

IVECO consolidates its presence in West Africa with its partner Premium Group and signs important supply agreement for 105 vehicles in Ivory Coast

IVECO renews its commitment to West African markets with its partnership with Premium Group to provide specialist sales and aftersales service for its full line of commercial vehicles.

Premium Group will provide service for the vehicles in IVECO's latest supply agreement in Abidjan, the financial capital of the Republic of Côte d'Ivoire: 105 municipal waste management vehicles to serve a population of some 1.7 million.



Turin, 12 February 2018,

IVECO's recent partner in West Africa, the Moroccan Premium Group, will provide assistance to the **105 vehicles in IVECO's important supply agreement in the Ivory Coast**. The vehicles – 30 Daily, 21 Eurocargo and 54 Trakker – are destined for waste management operations in the city of Abidjan and surrounding areas, serving a population of some 1.7 million.

Through this important supply agreement, the brand will contribute to the Ivorian government's goal of finding a lasting solution to improve the environmental and sanitary conditions of its capital city. This is part of the country's plan to revive Abidjan's lustre as "the pearl of the Lagoons", as emphasized by Ivorian Minister of Health, Environment and Sustainable Development, Madame Anne Désirée Ouloto.

With the partnership with Moroccan **Premium Group**, IVECO renewed its commitment to providing transport businesses in these markets with effective specialist sales and aftersales support. Premium Group will serve the brand's customers from its local premises in **Burkina Faso, Ivory Coast, Mali, Cameroon, Senegal and Togo** – with the last three also serving **Central African Republic and Chad, Niger, Guinea Conakry and Benin** respectively.

Pierre Lahutte, IVECO Brand President, commented: *"The West African markets are very important for us, and this supply agreement in the Ivory Coast is testament to the trust that big operators place in IVECO for the quality of our vehicles and the service offered to our customers. Our new partnership with Premium Group will enable us to*

provide them the quality support they need and, consequently, ensure they can get the full benefit of the efficiency and performance of our vehicles and enjoy their low Total Cost of Ownership.”

Premium Group represents IVECO’s full line of commercial transport vehicles, from light all the way to heavy freight trucks, as well as its ASTRA heavy-duty trucks for quarry and construction missions. It also sells and supports the OK Trucks brand, the safe and reliable pre-owned vehicles guaranteed and certified by IVECO.

Founded in 1949, the Premium Group brings to IVECO customers the extensive experience it has gained in its long history of selling and supporting equipment and vehicles for the Construction, Quarry, Industrial and Agriculture sectors. The quality of the support it provides customers is demonstrated by the ISO 9001 quality certification it has achieved for its operations, including the sales and aftersales processes.

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 – 7.2 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.

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For further information about CNH Industrial: www.cnhindustrial.com

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