

## **New MyIVECO app introduces new connected services for vehicle owners and drivers**

*The new MyIVECO app puts the world of IVECO in the hands of its customers with extensive product information, news and promotions, and opens access to connected services such as Find a Dealer, Book a Service, and the red call button for 24/7 immediate assistance.*

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PRESS RELEASE

IVECO launches its new MyIVECO app featuring a modern and easy-to-use design to offer an enhanced user experience. The application is tailored around the customer's needs, offering on its landing screen immediate access to its connected services for drivers and owners.

### **Connected services provide a direct line to IVECO**

Drivers will appreciate the Find a Dealer function, which will enable them to find the nearest IVECO dealer and service point wherever they are. By creating an account, they will also be able to Book a Service at their dealership of choice very easily on the MyIVECO app. Should they need assistance, the red call button puts them in direct contact with IVECO CARE, which will be available 24 hours a day, 7 days a week, 365 days a year, to provide immediate support.

### **The world of IVECO in the customers' hands**

The extensive content puts the world of IVECO in the hands of its customers, anywhere, anytime. It keeps them updated on the latest news about the brand, its events and the exhibitions it will participate in. It also provides comprehensive information about its products and services: users can explore the full IVECO offering on the product catalogue, view videos and pictures, and download complete brochures of its vehicles. The 'Recently Viewed' feature makes it easy to revisit information accessed on previous visits.

Federico Bullo, Vice President IVECO APAC, stated: "MyIVECO is the ideal tool for IVECO vehicle owners and drivers. Not only can they remain up-to-date on our latest news and promotions, they can also interact to find the dealer they need or manage their vehicle's maintenance. Very importantly, it is a dynamic tool developed to evolve the changing requirements of our customers, and we will add new services over time."

## 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](http://www.IVECO.com)*

*For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)*

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