

## IVECO appoints Roberto Camatta as Business Director in Russia

*Moscow, February 2019*

Roberto Camatta has been appointed as IVECO Business Director for Russia and Belarus. He takes over from Massimiliano Perri, who has assumed a new role within IVECO's global organization.

Mr. Camatta joined CNH Industrial in 2004. He brings a vast experience to his new role, gained from the various positions he has held in the Construction and Commercial Vehicles segments supporting the Middle East, Africa, CIS countries and Central Asia. In the last 4 years, he was in charge of IVECO Turkey as Business Director.

In his role as Business Director of IVECO Russia, Roberto Camatta will continue to support all strategic projects aiming to reinforce IVECO's product portfolio and business model in the market. He will dedicate a particular focus on increasing customer satisfaction and expanding the brand's customer base by improving the efficiency of its business operations, achieving better territory coverage and developing brand value.

"I believe IVECO has a huge potential for growth in Russia. My challenge in this new role is to strengthen IVECO's brand perception in the country by getting closer to customers and maintaining a strong focus on meeting their requirements with our high-quality products and aftermarket solutions," said Roberto Camatta.



PRESS RELEASE

## 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 3.3 – 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. For further information about IVECO: [www.iveco.com](http://www.iveco.com)

IVECO Russia LLC is the official representative of IVECO in Russia. The partner network of the company has 48 sales centers and 50 service stations. IVECO has been working in Russia since 1974 and currently represents 3 brands: IVECO, IVECOBus and IVECOAstra. Website of the company in the Internet: [www.iveco.ru](http://www.iveco.ru)

IVECO-AMT LLC (Chelyabinsk Region, Miass) is a Russian enterprise, since 1994 it has been manufacturing trucks under license from Iveco. The IVECO-AMT production complex is designed for the production of 3,500 vehicles, including the manufacture of cabins, using the technology of cathoretic prime coating. The basic model is the Trakker all-wheel drive vehicle, on the chassis of which more than 450 modifications of special vehicles have been created. Since 2011, the company has been manufacturing long-haul tractors Stralis, since 2012 - medium Eurocargo range trucks. All vehicles are produced within short time, taking into account the requirements of customers (customized), in various versions: with diesel and gas (methane) engines. Website of the company in the Internet: [www.iveco-amt.ru](http://www.iveco-amt.ru)

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