

IVECO takes part in V Weekend Motoring Event and offers Daily Hi-Matic test drive

Istanbul, October 4, 2019

IVECO took part in the second edition of the V Weekend Motoring Event, which was held from September 27 to 29 at the INTERCITY Istanbul Park Formula 1 racing circuit. The event gathered 70 automotive brands showcasing their cars, commercial vehicles and motorcycles.

IVECO participated with a Daily Hi-Matic, a Daily 4x4, a Daily van and a Stralis truck. It also offered visitors the opportunity to test drive the Daily Hi-Matic and experience the absolute driving pleasure of its class-exclusive 8-speed gearbox.

Colouring books illustrating basic traffic rules, such as signalling, giving priority to pedestrians and heavy vehicles remaining in the right lane, were given to children who answered multiple choice questions correctly.

IVECO Turkey Marketing Director Tansu Giz commented: "We are very pleased with the event. There was a great atmosphere and our stand attracted the attention of many visitors. Our Daily Hi-Matic test drives were particularly popular with the public."

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.

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