

IVECO and distributor OMATRA inaugurate a new workshop in Beirut

OMATRA, the IVECO distributor in Lebanon, inaugurated its third branch in the country, featuring a brand-new service centre in Dora, and offering the full-range line-up including heavy and medium trucks, as well as light chassis cabs and vans.

Beirut, 3 October 2019

IVECO and its dealer OMATRA hosted a well-attended inauguration event at the new premises in Beirut, Lebanon, under the patronage of President Michel Aoun and the participation of more than 200 guests that included government representatives, local authorities, business leaders and the national press.

The full IVECO line-up was showcased at the new premises with a display that included two 6x4 and one 8x4 Trakker heavy trucks, two Eurocargo trucks, a Daily Van, a Daily Cab, one 8x4 Astra HD9, and three Daily vehicles equipped as food trucks.

Nicolas J. Tueny, Owner and President of OMATRA commented: *“Why did we invest in a period of economic recession and political unrest in the whole Arab world? Why did we invest now in Lebanon? Firstly, because we have great confidence in the ability of our country and our people to overcome all our present economic difficulties. Secondly, we have great confidence in the extraordinary engineering behind IVECO trucks. We believe that the investment and capital expenditure in trucks and transport, which are at the heart of productive economic activity, will continue. We believe that our country can be a strong platform for cutting-edge technology and can participate fruitfully in what is called the third wave of innovation economics, which is the knowledge-based economy built on the human mind as an asset.”*

Fabio De Serafini, IVECO Africa & Middle East Business Director added: *“In the past two years we have worked with our local partner OMATRA to enhance IVECO's brand perception in Lebanon. In particular, we developed an expansion plan together for the Heavy range business, with the aim of standing out from our competition by offering new tools and a best-in-class Aftersales service. This new state-of-the-art site that we are inaugurating today is the culmination of this expansion plan, which will enable our customers to enjoy IVECO service standards at levels of absolute excellence in Lebanon.”*

OMATRA has developed a solid presence in the Lebanese territory, promoting IVECO commercial vehicles and contributing to the country's economy, security and infrastructure. It has been providing government agencies and companies in the private sector with firefighting equipment, specialised border control vehicles, ambulances, concrete mixers, food distribution transport vehicles and many more.

IVECO is a leading truck manufacturer that offers customers in the Middle East a full range of on- and off-road vehicles as well as tailor-made solutions. It has proven its ability to take a bold approach to change over the years. Today's launch in Lebanon fits within the brand's vocation as a major player in the international markets focusing on its core values: Technology, Total Cost of Ownership, Sustainability and Business Partnership.

With the new state-of-the-art premises in Beirut, OMATRA and IVECO aim to help customers capitalise on the ownership of their vehicle, protecting their capital asset through an innovative aftersales and parts service by providing best-in-class support. Both companies share a long-term commitment to the environment and to providing customers with the best value for their investment and quality product that meets their expectations.

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

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

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