

IVECO inaugurates its biggest state-of-the-art dealer premises in Istanbul

The new facilities of IVECO's oldest authorized dealer and workshop, Istanbul Fiat Otomotiv, feature a spacious, modern showroom and state-of-the-art workshop to sell and support the full range of IVECO and ASTRA vehicles.

Istanbul, 15 October 2019

IVECO consolidated its presence in the Istanbul and Thrace area with the new facility of its Authorized Dealer and Workshop **İstanbul Fiat Otomotiv**. It was inaugurated in a ceremony held on October 15 with the attendance of customers and the IVECO team.

Istanbul Fiat Otomotiv made a significant greenfield investment in order to further improve the service it provides to the logistics and transportation sectors and other customers, and build this innovative and modern facility in Büyükçekmece, Istanbul. The new premises cover a total area of 59,000 m², of which 9,000 m² are covered. The modern 1,000 m² showroom can display up to 10 trucks, while the outdoor area can exhibit up to 55 trucks. The well-equipped 2,000 m² workshop area is capable of servicing 24 vehicles simultaneously. The dealership's 110-strong staff will be able to provide customers with the best sales and service support from its new base in the new, well-appointed facility.

This is the latest investment of İstanbul Fiat Otomotiv, IVECO's oldest authorized dealer and workshop in Turkey, which began operations in Aksaray, Istanbul, in 1965 with Founding Chairman Mr. Nihat Arı and three employees in a 100 m² shop. In 1976, company founder Nihat Arı started the Fiat-IVECO spare parts business under the name of İstanbul Fiat Otomotiv. The company went on to become one of the main business partner as a spare parts dealer for IVECO in 1984, and improved its partnership with the brand by becoming its authorized workshop and sales dealer in the Kâğıthane district in 2000. İstanbul Fiat Otomotiv continued to develop the business and raise the level of its service to customers. In 2010, it moved to a larger and more modern facility in Alibeyköy, Eyüp, where it has continued to serve until today's move to the new premises.

During the opening ceremony, Mr. Cem Arı, İstanbul Fiat Otomotiv Chairman of the Board, stated: "Getting stronger day by day, we are continuing to serve the IVECO brand. Today, together with my father Nihat Arı, we are here sharing with you the joy of accomplishing one of our biggest dreams. We always believed in IVECO's strong future, and today we are proud to promote our facility with the **"For the Best"** slogan.

Cem Arı highlighted the environmentally-friendly approach used in the construction of the new facility, which is equipped to use solar energy and modern energy-saving systems in all working areas. Cem Arı also stated that IVECO offers a wide range of



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products starting from 3.5-ton pick-up trucks to heavy vehicles, as well as its ASTRA line of heavy-duty off-road trucks. The facility is strategically located in an area where logistics and heavy transport operators are prevalent, so that it is close to its customers, providing sales and service support to the commercial vehicle segments.

Koray Kursunoglu, IVECO Head of High Growth Markets Asia, Middle East & Africa, said during the opening ceremony: “ At IVECO, our aim is to be close to our customers, to provide them with quality support both in terms of product and services, and Istanbul Fiat Otomotiv plays a key role in enabling us to achieve this. I would like to thank Mr. Nihat Arı and Mr. Cem Arı for pursuing their dreams and completing this investment despite the difficult economic conditions currently being faced in this country, and for believing in IVECO by building this modern facility.”

Hakkı Işınak, Business Director, IVECO Turkey, added: “We, as IVECO Turkey, are a fast-growing brand and our market share has doubled in the last nine years. Today, we are the third brand in Turkey in the 3.5 ton-and-above truck segment with 8% market share. İstanbul Fiat Otomotiv significantly contributed to this success, and I would like to thank them for their commitment and collaboration in achieving these results.”

At the ceremony, Hakkı Işınak presented to Nihat Arı and Cem Arı a plate commemorating the day before the ribbon cutting and official opening of the facility.

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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

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