

A remarkable performance in New Caledonia: IVECO, the 2020 market leader in medium and heavy duty segment

Bangkok, March 31, 2021

IVECO achieved the top position in medium and heavy-duty segment scoring 29% of market share. The excellent sale performance has been achieved thanks to a wide product offer, flexibility in satisfy local expectations and unstoppable dedication from our Distributor “CIPAC Industries”. ASTRA product line showed remarkable performance in the market thanks to its unique design -fit for various heavy-duty applications in mining, oil & gas, quarry, and heavy haulage.



PRODUCT FOR EVERY MISSION

IVECO is present in all segments and in everyday business in New Caledonia. The complete offer of Trakker, Stralis, Eurocargo, Daily and ASTRA reinforce the brand experience and throughout CIPAC’s local network and expertise customers can access to a full range of after-sales services and genuine spare parts.

Michelangelo Amelia, Business Director of IVECO Southeast Asia and Japan operations stated: “Despite of uncertainties due to pandemic, I can proudly say that IVECO proved once again its capacity to stand strong for the benefit of our customers in any conditions. Today we deserve market lead. I’d like to extend my congratulations and thanks to all of my colleagues and our local partner CIPAC INDUSTRIES for making this happen.”

Roger Sola, Business Development Director of CIPAC INDUSTRIES also commented: “We are very proud of IVECO sales improvement in our market. After nearly 40 years of collaboration with CNH Industrial group, with ups and downs but continuous mutual trust, CIPAC INDUSTRIES is once again leader in New Caledonia trucks sales. The recent and successful development of ASTRA products in the mining market has contributed to this great achievement. “

The **ASTRA** range is the most specialized in the IVECO offering, with models up to 63 tonnes. It is designed for the most extreme missions such as heavy off-road applications in oil and gas, mining, quarrying, heavy construction and heavy haulage. Every single detail – from the high-performance driveline and simple design electronics to the strong chassis and suspensions – has been developed to complete the toughest jobs on the most difficult terrains, always delivering the highest levels of performance, strength and reliability. All this comes with outstanding comfort and excellent driver ergonomics. A wide array of customization options, from the driveline (gearboxes and special reinforced axles) to specific market requests, is available for specialised missions.

The **IVECO TRAKKER** is a versatile high-performance truck designed to operate tirelessly in all weather conditions and on all terrains – including the harsh off-road conditions typical of the construction and mining industries. Starting from the extra strong steel frame, every single component is chosen for durability. The proven IVECO Cursor engine delivers long-lasting power and resistance. This vehicle combines robustness, reliability and efficiency to deliver high productivity, and offers the comfort of a road vehicle on construction sites and in off-road missions.

The **DAILY** has built a strong reputation for innovation, strength and great customer satisfaction in its 40 years of success. The Daily raises the bar and leads the way into the new world of services to provide a complete, tailor-made solution that precisely matches the customer's use of the vehicle and their business – changing the way they approach the purchase: not just a vehicle, but a complete package. The Daily will also change the everyday life of the driver with all the stress-busting, safety-boosting technologies, and the best-in-class on board living and driving experience, giving them a new perspective on their work.

The **STRALIS** has been designed to offer the best solution for regional and short-range missions, including transport of hazardous goods. The all-new driveline, cutting edge technologies and features, and new innovative services dramatically increase efficiency and reliability while minimizing emissions, making the Stralis a Total Cost of Ownership champion and a CO2 champion in every mission.

The **EUROCARGO**, the truck the city likes. Eurocargo is the ideal partner in urban missions: respectful of people and the environment, featuring all new functionality and design. It is a vehicle that offers lower fuel consumption whilst confirming its super and steady handling and versatility. Iveco has already been chosen by half a million customers around the entire world.

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 sales 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 to 7.2 tons vehicle weight segment, the Eurocargo from 6 to 19 tons and, in the heavy segment above 16 tons, the Trakker (dedicated to off-road missions), the IVECO WAY range with the on-road IVECO S-WAY and the

IVECO X-WAY for light off-road missions. 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 people 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

CIPAC INDUSTRIES

CIPAC INDUSTRIES distributes global leading brands and solutions in the South Pacific area since 1971 in four major segments: transportation, agriculture, material handling and earthmoving.

For more than 40 years, CIPAC INDUSTRIES has been collaborating with CNH Industrial group to become year in year out a major player in its regional market. CIPAC INDUSTRIES distributes IVECO, ASTRA, NEW HOLLAND and CASE brands, providing proximity expertise and value-adding services such as warranty and technical support, maintenance, rental and training services.

CIPAC INDUSTRIES employs close to 60 people and is located in 3 cities in New Caledonia : Nouméa, Bourail and Koné.

For further information about CIPAC INDUSTRIES: <https://www.facebook.com/CIPACIndustriesNC>