

South Africa, 13 April 2017

New dealer appointment strengthens Iveco sales and service footprint in Africa

Iveco South Africa's aim to be a major player in the medium, heavy, extra heavy and bus vehicles segments has been bolstered by appointing CMC Commercial Ltd as an authorised IVECO Commercial Vehicle Importer and Dealer for Tanzania to its dealer network.

CMC Commercial Ltd has recently completed its new Dealership and Service Centre in Changombe, Dar Es Salaam, conveniently situated on the same site as the Ford and Jaguar Land Rover Service Centres of its sister company, CMC Automobiles Limited. *Further territory development is planned in key locations around the country to ensure optimum coverage for our customers.* The Company will offer Sales, Parts and Service for the IVECO brand of Commercial vehicles.

The CMC Commercial Limited IVECO Dealership and Service Centre opened its doors to the public in March with an official ceremony which was attended by senior IVECO Management, CMC Commercial Ltd Management, Trade Representatives from the Italian Embassy, dignitaries from Dar es Salaam, as well as transporters and other vehicle operators.

"Today is yet another significant landmark in the life of Iveco. We are pleased to join hands with an established and highly respected group in this important market. Iveco has a proud heritage with more than 150 Years of experience as a truly Global organization and we continue to expand our horizons. The Iveco values is based on strong fundamentals, one of which is to associate ourselves with resilient business partners in emerging markets. – **Brian Steenkamp, Network Head SSA**

At the official opening ceremony, Mike Raath, National Commercial Manager at CMC Commercial Ltd said, "We are pleased to be associated with Iveco, their product line-up is one of high quality, with built-in reliability and market leading developments. Their products suit the needs of our progressive customer profile. The association of the two brands, Iveco and CMC Commercial, each with a proud heritage, provides a solid pillar of service to transport customers in Tanzania."

"With the inclusion of Iveco in the CMC Commercial stable we have completed our goals as a company in that we now offer a portfolio of high-profile, respected brands of high quality vehicles, whether it is sales, service or parts, which in the long term will create the required awareness in the market" concluded Raath.

CMC Commercial Ltd also offers Pre-Owned IVECO Vehicles through the OK Truck brand; the IVECO approved and certified Division.

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 – 7 ton vehicle weight segment, the Eurocargo from 6 – 16



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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

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