

Dakar 2014: our new website www.iveco.com/dakar goes live tomorrow

Countdown to the world's most famous rally as the Iveco vehicles, driven by the Team Iveco Petronas De Rooy drivers, get ready to compete.

Turin, 19 December 2013

Sixteen days and counting until the start of the rally and Iveco is getting ready to keep its keenest fans up to date on **www.iveco.com/dakar**, online from tomorrow. Fans can learn all the secrets of Iveco vehicles in the run-up to the start date, and then follow the race step by step with daily updates from South America.

The website narrates a journey through the world's most difficult and demanding competition. This year, the Iveco team will travel through Argentina, Bolivia and Chile. The website, published in English and Spanish, will be updated every day with Team Iveco's results and performance data, plus multimedia content transmitted directly from the course itself.

New for this year is the social network activity: the social media bar will link the Iveco site to Facebook, Twitter, Youtube, Flickr and Google Picasa, featuring all the latest news as well as text, video and photographic content.

There's also a section dedicated to the story of Iveco in the Dakar Rally: a retrospective of the team's successes on the unforgiving roads of a competition that attracts millions of spectators every year.

Finally, the section "From Dakar to your job" offers Iveco customers the chance to discover the New Trakker, known for its reliability in day-to-day work on quarry sites and also in extreme situations such as the Dakar: confirmation of the fact that this type of event is an excellent opportunity to test the performance and reliability of the whole vehicle under extremely challenging conditions.



PRESS RELEASE

Iveco

Iveco is a brand of CNH Industrial N.V., a global leader in the capital goods sector, listed on the New York Stock Exchange (NYSE: CNHI) and on the Computerised Stock Exchange, organised and managed by Borsa Italiana (MI: CNHI). Iveco designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as firefighting, off-road missions, defence and civil protection. Iveco employs over 26,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 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

For further information please contact:

Iveco Press Office – EMEA Region

pressoffice@iveco.com

www.ivecopress.com

Tel. +39 011 00 72122

Fax +39 011 00 74411