

New Iveco Used Vehicles Centre opens in Pantelimon, Romania

A ribbon-cutting ceremony was held on the new premises that will house Iveco's Used Vehicles Centre in Pantelimon, Romania.

Torino, 20 May, 2014

Friday 16th May saw the opening of Iveco's new Used Vehicles Centre in Pantelimon, a suburb on the eastern edge of Bucharest. **Mihai Daderlat**, General Manager East Europe, and **Marta Nappo**, EMEA Used Vehicles Marketing Director were on hand for the ribbon-cutting ceremony to mark the Centre's official opening.

The Used Vehicles Centre boasts a strategic location at the crossroads between Western and Eastern Europe. The centre is composed of a 300-square-metre building which houses sales offices and a vehicle servicing workshop, as well as a 65,000-square-metre outdoor showroom.

This site in Pantelimon will be the focal point for used Iveco vehicles throughout the country. Numerous activities will be managed from here including the inspection and refurbishment of vehicles that are turned in under Buy-back and Trade-in contracts and the subsequent advertising of these vehicles through channels such as the Internet, using websites and social networks dedicated to the sale of used vehicles. Through the activities taking place at the new Centre, Iveco has set a goal to increase the supply to its customers by using the best vehicles for leasing to end customers and to the network of local dealers.

Iveco offers a wide range of high-quality used vehicles that are ready for delivery. These constitute a compelling alternative to a new vehicle. Before being put on the market, the vehicles – some of which are recent models with low mileage – are submitted to rigorous diagnostic checks in order to ensure that customers receive a safe and completely reliable product.

The opening of the Used Vehicles Centre underscores the importance that Iveco places in used vehicles, a sector that boasts significant volumes ranging from 12,000 to 15,000 units sold per year in Europe.

The opening ceremonies also afforded the opportunity to confirm the strategic role that Romania plays for Iveco in the new commercial vehicles sector as well. Iveco has been operating in Romania



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for more than 20 years. Today, it has 11 dealers and 12 service locations throughout the country, managed directly by Iveco or by local owners.

Iveco

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For further information about Iveco: www.iveco.com

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