

Iveco New Daily Drives across continents supporting the Maserati “China-Italy Centennial Rally”

The Iveco New Daily completed the Maserati “China-Italy Centennial Rally”, organized by the Italian luxury car brand to celebrate its 100 years of operation. The New Daily, which was recently launched in Europe as a first step in its worldwide introduction, joined the fleet of Maserati cars when it crossed the border from China into Russia. It followed the cars as they drove over 9,700 km across 5 countries to provide technical support as needed, confirming in the process its exceptional strength, reliability and fuel efficiency. The New Daily took over from the PowerDaily, which covered the Chinese leg of the Rally



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PRESS RELEASE

The Maserati “China-Italy Centennial Rally” provided an opportunity for the New Daily, which was launched in Europe in June 2014, to demonstrate its performances of driving comfort and driveability, strength and durability, as well as its exceptional fuel efficiency. The first leg of the Centennial Rally, which started in Beijing on the 11th of August and covered just over 2,000 km to the Russian border, was supported by an Iveco PowerDaily van, produced in China and a favourite with Chinese transport businesses. The New Daily took over at the border and remained with the fleet of Maserati cars. They covered a distance of about 10,000 km across Russia, Belarus, Poland, the Czech Republic, Germany and Italy, arriving in Modena to take part in Maserati's global centennial gathering. In supporting the rally throughout this long drive, the New Daily was set up as a mobile workshop and well stocked with Maserati spare parts and has proved to be strong like a truck and drive like a car.

To celebrate the Tour's arrival in Modena, the New Daily hosted the fleet of six Maserati cars at the Suzzara plant, near Mantua, where the Iveco light commercial vehicle is produced, and where the company has recently made significant investments to renew its production facilities and meet the required high quality standards and productivity levels.

The New Daily 35S15V that supported the Rally features a highly efficient 2.3 litre, 4-cylinder, 146 hp engine. The long drive across 5 countries has highlighted the quality of the exceptionally comfortable and quiet interior compartment, that guarantees the driving position and sensations typical of a premium automobile. It has also shown the strength and durability of its proven ladder frame chassis structure which has long been a key part of the DNA of this well-known range.

This is the third generation of an outstanding range, and it has been entirely redesigned to deliver the perfect blend of tradition and innovation. It builds on the proven strengths of the Daily range, that have always made the Daily a reference point for the sector and the new vehicle is presented as being convenient and practical to use as a light van, whilst continuing to offer the maximum reliability, efficiency and versatility to be the working companion of choice for transport professionals.

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 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, with the brand Iveco Astra, builds mining and construction vehicles, rigid and articulated dump trucks and specialty 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

For further information, please contact:

Iveco Press Office – EMEA Region

pressoffice@iveco.com

www.ivecopress.com

Phone +39 011 00 72122