

IVECO inaugurates the new Daily Center at its Suzzara plant to offer customers the full Daily experience

IVECO celebrated today the opening of the Daily Center, its brand new factory outlet and gateway to the home of the Daily, created to showcase the multi-award winning product family at its best and offer a unique customer experience. The Daily Center building is a prime example of sustainability as it is a reconversion of the New Holland Expo 2015 Pavillion

Suzzara, 4th October 2017



IVECO inaugurated its brand new factory outlet, the Daily Center, located on the site of its manufacturing plant in Suzzara, home of the multi-award winning Daily family. The factory outlet, operated by IVECO's owned dealer in Verona, Officine Brennero, will enable the brand to offer customers a unique experience and host events dedicated to this successful product family.

Pierre Lahutte, IVECO Brand President, commented: *“The Daily family is an exceptional line of light commercial vehicles that can drive our customers’ operations into a successful future, anticipating their needs, providing effective and profitable solutions, opening new business opportunities. Here at the Daily Center we can give them a unique view of all the possibilities that the Daily offers, provide professional advice from highly qualified salespeople specialising in this product and business segment, and show them the advanced technologies that go into building their vehicle. Our local customers will also be able take delivery of their brand new vehicle here at the Daily Center. The zero-km dimension to their experience will add a further element of sustainability, by cutting transport costs and emissions, to the benefit of the customer’s bottom line and the local environment.”*

A unique customer experience dedicated to the Daily family

The impressive structure welcomes customers into an ample and airy showroom, where the Daily family is showcased at its best against a backdrop that highlights its long history of innovations and successes. The Technology Rack display highlights the unique features and strengths of the Daily such as the frame that gives the vehicle its robustness without equal, the rear wheel drive, the extensive offer of engines, the class-exclusive Hi-Matic transmission. The vehicle display, the Technology Rack, the product configurators with touchscreen and the comfortable seating areas provide an ideal environment for customers to discover the Daily family of vehicles and how it is able to benefit their businesses with the help of the professional salesmen of Officine Brennero.

Customers will also be able to see how the Daily comes together at the manufacturing plant. They will have first-hand experience of the advanced manufacturing technologies and processes that guarantee the consistently high quality of the vehicles coming off the assembly line. Suzzara is a plant at the forefront of the industry that works according to World Class Manufacturing (WCM), the highest standards in manufacturing for the integrated management of plants and processes. It was one of the very first plants in CNH Industrial to achieve the advanced Silver Level in 2012 and is now aiming for Gold.

Sustainable through and through

The Daily Center was designed specifically to express the sustainability values of IVECO's sister brand New Holland Agriculture as its pavilion at the MILAN EXPO 2015 exhibition. It was conceived to be completely eco-sustainable, built without generating waste of any kind, and to be repurposed at the end of the exhibition, having been dismantled without leaving any traces and reconstructed at a company site.

It was built at the EXPO without foundations following dry construction techniques in order to avoid the use of concrete and water. The prefabricated lightweight steel pieces were assembled on site with screws, resulting in a clean and well-organized build. At the end of the International Exhibition the pavilion was dismantled easily and cleanly, leaving the area unpolluted. All the pieces were shipped and the structure was re-built at its new home in Suzzara.

The pavilion is starting today its second life as the Daily Center, where it will continue to operate according to the same sustainable principles that minimised its environmental impact at its first location, true to the core value of "IVECO. Your partner for sustainable transport". It is designed to maximize energy efficiency and generates its own electricity with photovoltaic cells cladding the south façade. The extensive glazed walls optimise the use of natural light within the building. The sloping roof directs rainwater towards large tanks where it is collected for use in the building.

The entire project – from the concept and design right through to its execution – was recognised as an example in sustainability in the initiative called "Towards a sustainable Expo" and promoted by the Italian Ministry for the Environment, where it was nominated **Leader in the Sustainable Design & Construction Category**.

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 – 7.2 ton vehicle weight segment, the Eurocargo from 6 – 19 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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