

# IVECO

JOIN OUR BIG FAMILY



A dealership opportunity  
with a leading company  
**awaits you.**

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BEING AN IVECO DEALER IS A VERY  
REWARDING EXPERIENCE.  
IF YOU QUALIFY YOU WILL BE PART OF A  
TRULY INTERNATIONAL COMPANY.

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 company also offers city and intercity buses and coaches, under the Iveco Bus brand, fire fighting vehicles with the Magirus brand, and through the Astra brand off-road vehicles for construction and mining work. Their products and services are well known and sold all around the globe and their groundbreaking technologies set new benchmarks in the market. Iveco, Astra, Iveco Bus and Magirus are brands of CNH Industrial, a global leader in the capital goods sector.

Iveco is now expanding its Dealer network in the South East Asia region and looking for long lasting business partners. The opportunity awaits you!



As an Iveco dealer you will benefit from the many outstanding Competitive and Business advantages we offer.



#### PEOPLE

A professional and well-balanced mix of long-time experienced experts and young enthusiastic professionals are available throughout the South East Asian Region to work with you and support you in sustaining the long term economic growth of your dealership now and in the future.



#### PROFITABILITY

Dealers are our most valuable business partners and we develop and share the financial rewards with them. Our proven business model, focused on customer satisfaction, is designed to maximize profits and provide a very favorable return on investment. Many of our established Dealers can attest that investment in an Iveco dealership can provide great long term financial opportunities.



#### PRODUCT LINES

Our full range of Trucks and Buses including Light, Medium and Heavy commercial vehicles and Buses, will be made available to you to ensure that you capture the growth in your market and to fit the requirements of your customers.



#### PRODUCT & SERVICE SUPPORT

Extensive product and service support for its entire vehicle range guarantee Iveco customers the best assistance every day. Our service network ensures and maintains excellent product performance through genuine parts, continuous technical support, service plans, remanufactured services and accessories.



#### NETWORK

Iveco has a global network of about 4700 sales and service outlets worldwide. We are rapidly expanding our network throughout the South East Asian Markets and many opportunities are today available to become an Iveco dealer. In some markets there are also opportunities to become a Service and Parts only member of our widespread Iveco dealer network.



#### PARTS & SERVICE

Our superior Parts & Service network provides all the Parts required to guarantee safety, performance and value retention for all of the Iveco products. Our range of exclusive ORIGIN 100% Iveco parts are guaranteed. We have a stringent supplier selection process which includes rigorous reliability and durability testing, strict surveillance of materials entering warehouses and an extensive specialized service support network.



#### TRAINING

Professional training will be made available to you right after your appointment as a dealer. We provide dedicated training programs covering all aspects of our business including: Business Management Training, Salesman Training, Product Training, Technical and Service Training and Parts Training. All of them are specifically designed to ensure your success as an Iveco Dealer.

#### POWER Parts catalogue

Comprehensive online parts catalogue for our dealers.

Brochures and specification sheets to help you communicate the latest features and benefits of Iveco products

Continuous improvement Programs to enhance network quality and reward best in class Iveco dealers

#### Iveco Body Builder Portal

Online repository with drawings and latest information about our products.

## TOOLS & RESOURCES

IVECO IS CONTINUALLY DEVELOPING TOOLS, PROGRAMS AND RESOURCES THAT CONNECT YOU WITH THE INFORMATION YOU NEED TO GROW YOUR BUSINESS AND SUPPORT YOUR CUSTOMERS.



## TRAINING

KNOWLEDGE IS AN IMPORTANT PART OF OUR BUSINESS. THAT IS WHY IVECO OFFERS VALUABLE PROFESSIONAL TRAINING RIGHT AFTER THE APPOINTMENT WITH AN ON BOARDING PROGRAM THAT FOCUSES ON OUR LATEST VEHICLE AND REAL-WORLD INDUSTRY CHALLENGES TO ENSURE CUSTOMER SATISFACTION AND HEALTHY FINANCIAL PERFORMANCES.

#### Technical Training

Required course for Iveco dealers and distributors sales force to ensure they have all the information they need to successfully compete in the commercial marketplace.

#### Driver Training

Training programs that ensure those who will drive the vehicles are fully prepared and trained in all the workings and technological aspects of the Iveco vehicles to benefit more from our technology.

#### Aftersales System Training

Training programs that support the aftersales team to work in a professional way with all Iveco systems and tools.

#### Commercial Sales Training

Courses for Iveco dealers and distributors salespeople that provide the necessary selling tool kits to transfer the value of our brand and products to our customers.

#### Management training

Managerial training courses that focus on the key aspects of the dealership's operations like finance, marketing, people management and customer retention with the ultimate target of creating a high performing network that achieves excellence in both sales and aftersales.





# IVECO AT A GLANCE

IVECO IVECO BUS ASTRA MAGIRUS

PRODUCT RANGE	
 Fire fighting vehicles	 Light commercial vehicles
 Off-road construction and mining	 Heavy and medium commercial vehicles
 Collective passenger transport buses	
REGIONAL HEADQUARTERS	EMPLOYEES
 Bangkok, Thailand.	 Over 25,000 world wide.
MANUFACTURING	GLOBAL NETWORK
 10 countries throughout Africa, Asia, Europe, Latin America and Oceania.	 About 4700 sales and service outlets worldwide.
R&D CENTERS AND R&D DEVELOPMENT	
 14 centers and a total of over 2 billion USD in Research in the last 5 years (including engines)	

# IVECO AS PART OF CNH INDUSTRIAL

Trucks	Buses	Firefighting equipment	Harvesters	
Skid steer	Crawler excavators	Tractors	Engines & transmissions	
<b>GROUP</b> at 31st December 2014	<b>9</b> global brands	<b>190</b> national markets	<b>7,518</b> active patents owned	<b>\$ 2,199</b> million trading profit
	<b>49</b> R&D centers	<b>6,100</b> individuals dedicated to innovation	<b>\$ 1,122</b> million invested in R&D	
	<b>64*</b> plants	<b>69,207</b> employees	<b>\$ 6</b> million invested in training	<b>\$ 32,555</b> million revenues

\*excluding unconsolidated joint ventures



# IVECO HISTORY



## CNH INDUSTRIAL HISTORY

CNH Industrial N.V. was incorporated in November 2012 and became operational in September 2013 as a result of the mergers of Fiat Industrial S.p.A. and CNH Global N.V. Fiat Industrial first began operations as a global leader in the capital goods sector on 1st January 2011, following the demerger of the activities of Iveco, CNH and FPT Industrial from Fiat S.p.A.. CNH, a world leader in the agricultural and construction equipment businesses, was established on November 12, 1999, through the merger of New Holland N.V. and Case Corporation. CNH Industrial's brands bring forth a rich history that dates back more than 170 years. Today, the company's expertise spans industries and continents, building upon a great tradition of historic achievements and significant contribution to the development of technological know-how in the industries in which it operates.



# APPOINTMENT PROCESS

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WE ARE EXCITED TO HAVE YOU HELP MAKE THE IVECO FAMILY EVEN STRONGER. HERE IS WHAT YOU'LL NEED TO BECOME AN IVECO DEALER.

## Operational Management

- Dedicated management team with successful track record and relevant industry experience
- Strong Parts & Service culture
- Passionate and results driven personnel

## Market presence

- Excellent location with appropriate visibility
- Ensure adequate coverage of your territory
- Committed in achieving challenging objectives
- Investing in brand equity

IF YOU THINK YOU HAVE WHAT IT TAKES  
PLEASE CONTACT US AT:

E-mail: [joinivecosea@iveco.com](mailto:joinivecosea@iveco.com)

Website: [www.iveco.com/sea](http://www.iveco.com/sea)

CNH INDUSTRIAL SERVICES LTD., 173 South Sathorn Asia Center 23rd floor; Bangkok, Thailand

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## WHICH ARE THE FINANCIAL REQUIREMENTS?

Iveco's objective is to ensure the long term success for our future business partnership. The initial financial investment and borrowing requirements will vary greatly depending on the size and potential of the location of your dealership, as well as the product lines carried. Our in-house financing organization CNHI Capital will work with prospective new dealerships to provide customized financial solutions.

## WHAT ARE THE FACILITIES REQUIREMENTS?

An adequate purpose built or existing facility in an excellent location with visibility on a main road to ensure that every customer receives an Iveco quality experience from Display to Sales and Aftersales.

## WHAT QUALITIES DOES IVECO LOOK FOR IN PEOPLE WHO WANT TO BECOME AN IVECO DEALER?

People who recognize that customer satisfaction and customer loyalty is key to long-term success in the commercial vehicle sector, as well as people with strong business management and leadership skills.

## WHAT ARE THE NEXT STEPS FOLLOWING MY APPLICATION?

After our initial evaluation you will be contacted for further information and planning of the next steps.

If you have any further questions please Email us at: [JOINIVECOSEA@IVECO.COM](mailto:JOINIVECOSEA@IVECO.COM)



## Frequently asked questions

## CNH INDUSTRIAL FOOTPRINT IN APAC

■ Istanbul - Turkey

■ Erenler\* - Turkey

■ Ankara\* - Turkey

■ Moscow - Russia

■ Naberezhnye Chelny - Russia

■ Miass\* - Russia

■ Tashkent\* - Uzbekistan

■ Chennai - India

■ Pithampur - India

■ Indore - India

■ Noida - India

■ Habipur - India

■ Urumqi - China

■ Shuangqiao\* - China

■ ChongQing\* - China

■ Nanjing\* - China

■ Foshan - China

■ Harbin - China

■ Perth - Australia

■ Melbourne- Australia

■ Dandenong - Australia

■ St. Marys - Australia

■ Brisbane - Australia

- Manufacturing plant
- R&D center
- Distribution center
- △ Agricultural equipment
- Construction equipment
- Commercial vehicles
- ◇ Powertrain
- \* Joint venture
- SEA area