

Arabian Auto Agency presents IVECO range

Arabian Auto Agency, IVECO's distributor in Saudi Arabia, hosted an open house event at its showroom in Riyadh, where it presented IVECO's full offering.

Riyadh, 4 March 2020

IVECO distributor Arabian Auto Agency (AAA) welcomed more than 200 guests that included customers, government representatives, local authorities and business leaders to a well-attended open house event held at its premises in Riyadh.

The full IVECO line-up was showcased with a display that included two Trakker 6x4 Rigid Chassis mounted with a local body tipper, a Trakker 6x4 Tractor heavy truck, a Performer 4x2 Tractor head, two Eurocargo trucks, two Daily vans and three Daily light-duty trucks.

Mike Fritz, Senior Vice President at ZMS Group, AAA's holding company, commented: *"At AAA we are driven by a question that we ask ourselves every day: "How can we serve our customers better?" That question drives us to give our customers better service, better support, better machines, a wider network, and ultimately, help them achieve their vision for their business. As Saudi's leading equipment and commercial vehicle distributor group, we are best positioned to deliver on our customers' ambitions. With numerous world leading brands including IVECO, we are the engine that drives the local economy. Welcome to the world of AAA!"*

Maan Gharaibeh, AAA General Manager added: *"At AAA our customers are at the heart of everything we do. We have become the go-to partner for major Saudi companies based on our industry-leading service levels. Supplying world-leading brands, backed by world-class service. AAA and IVECO will become one of the major truck suppliers in the Saudi market. Welcome to the world of AAA - IVECO!"*

Marco Torta, IVECO Saudi Arabia Area Manager said: *"The quality and reliability of our vehicles are very well known in the market. Our commitment to all our customers is that when they buy an IVECO truck, they can rely on the durability of our products. Durability also means a strong focus on after sales service, and this is one of the main pillars for IVECO and AAA in this market. In partnership with AAA, our ambition is to meet the needs of our customers in Saudi Arabia with IVECO's full range. We want to show what we are capable of and attract more and more customers with the quality of our vehicles and first-class support. Passion is driving us."*

AAA is one of the kingdom's leading distributors, and prides itself on its long-standing partnership with a global brand such as IVECO. Saudi customers value AAA's reputation built on more than 50 years of professional excellence in Product and Aftersales services, which is delivered through the company's Kingdom-wide network of sales, service and parts centers. The passion for customer satisfaction is supported through investment in the very best sales, maintenance and support professionals.

Considering the success of the open houses in Riyadh the same event will be held in the near future at other AAA premises in Dammam and Jeddah, in order to demonstrate the commitment and the full-suite of services offered by IVECO's dealer in Saudi Arabia to Saudi customers.

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 3.3 – 7.2 ton vehicle weight segment, the Eurocargo from 6 – 19 tonnes, 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. For further information about IVECO: www.iveco.com

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For further information about CNH Industrial: www.cnhindustrial.com

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