

## **IVECO inaugurates state-of-the-art showroom and service centre in Nairobi**

Nairobi, 13<sup>th</sup> March 2019

IVECO, in partnership with its dealer Global Motors Centre (GMC) inaugurated a new, state-of-the-art showroom and service centre in Nairobi, Kenya today with the participation of sixty among the most important companies in the local transport sector and twentyfive journalists. The ceremony was hosted by Mr. Farooq Sheikh, Managing Director of GMC and by Mr. Marco Torta, Area Manager for East Africa at IVECO.

Located on the ICD Road, adjacent to Mombasa road, the new IVECO showroom and service centre has been designed to provide IVECO customers with the '3S' approach: Sales, Service and Spare Parts. The showroom welcomes visitors in a comfortable and eye-catching environment. The workshop is staffed with qualified service technicians and well-stocked with spare parts to offer professional and efficient support.

GMC was appointed as IVECO's dealer in Kenya in 2017 and assembles the Eurocargo medium truck and the Trakker heavy tipper version at its assembly plant in Mombasa.

IVECO and GMC plan to start production of the new Stralis X-Way truck designed for construction logistics, at the Mombasa facility later in the year.

GMC also sells and provides assistance for the line-up of IVECO Daily light duty vehicles, offering an extensive product offer ranging from 3.5 tonnes to 7 tonnes GVW, available in 4x2 and 4x4 configuration.

IVECO and GMC are currently supplying specialised heavy vehicles to Kenya's Government sector.

## 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 – 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](http://www.iveco.com)*

*For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)*

**For further information, please contact:**

**Iveco Press Office – Africa & Middle East**

Anna Pancaldi

[anna.pancaldi@iveco.com](mailto:anna.pancaldi@iveco.com)

Tel. +39 011 00 76656