

Press Release

IVECO has appointed Muscat Overseas Equipment Trading Co LLC as the new official dealer for its commercial vehicles in Sultanate of Oman.

IVECO appointed Muscat Overseas Equipment Trading Co LLC as the new official dealer for IVECO commercial vehicles in Oman. This new partnership will offer local customers a wide range of commercial vehicles and customised solutions from IVECO to meet the most demanding needs of customers.

Oman, 16th December 2022

IVECO has partnered with Muscat Overseas Equipment Trading Co LLC as its authorized dealer in Oman. This appointment by IVECO was after a thorough assessment of Muscat Overseas's reputation and recognition in the market while taking into consideration factors such as strong and nationwide after sales support network, long serving staff strength and their customer care excellence.

Balachandran. T. Chatoth, CEO of Muscat Overseas Equipment Trading Co., commented: *"We are delighted to become a partner of IVECO in Oman. This is a proud moment for us as we are expanding our products portfolio and services to our customers beyond the construction Equipment range. IVECO has a strong presence in Oman and we strongly believe our new partnership will fuel the growth of IVECO brand to greater levels moving forward. The new range of Heavy, Medium & Light vehicles of IVECO will be available for delivery to customers by early 2023. We are committed to deliver the best aftersales support for all IVECO customers in Oman through our existing nationwide branch network."*

Elvira Ferrara, IVECO Network Manager Africa & Middle East added *"We are glad to give continuity of our presence in Oman thanks to this new partnership with Muscat Overseas Equipment Trading Co. The customers will have chance to drive the IVECO range and to be supported by the best transport solution across the whole country. Our focus will be as usual on the 3S concept that means quality and excellent service provided by a strong network."*

About Muscat overseas Equipment Trading Co LLC:

Muscat Overseas Equipment Trading Co (MOETCO) was established in 1972 as a division of Muscat Overseas Group, one of the leading business groups in Sultanate of Oman. MOETCO represents many prestigious international franchises in Oman catering to the Construction, Earthmoving, Material Handling, Industrial, Power and Oil & Gas sectors.

Muscat overseas has been holding the highest market share in construction Equipment market in Oman for the last many years with a wide range of Equipment to offer to its customers. They provide the best product support in the industry with leading aftersales network (full-fledged branches along with mobile service team) to cover every nook and corner of Oman. The “we care” policy of the Company is truly reflected in its aftersales approach to customers. Qualified and Factory trained Service Engineers and technicians provide expert “customer care” to achieve the highest level of productivity and customer satisfaction.

IVECO

IVECO is a brand of Iveco Group N.V. (MI: IVG). 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 tons and, in the heavy segment above 16 tons, the IVECO WAY range with the on-road IVECO S-WAY, the off-road IVECO T-WAY and the IVECO X-WAY for light off-road missions.

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

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