

Press Release

IVECO has partnered with AI Imtiyazgroup for importing transport goods and spare parts as the new official dealer for its commercial vehicles in Libya.

This new partnership will offer a wide range of commercial vehicles and customised solutions from IVECO to meet the most demanding needs of local customers.

Turin, 6th March 2023

IVECO has partnered with **AI Imtiyazgroup for importing transport goods and spare parts** as its authorized dealer in Libya. This appointment by IVECO was after a thorough assessment of **AI Imtiyazgroup** 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.

Ibrahim Musbah Whiba , CEO of AI Imtiyazgroup, commented: *“We are delighted to become a partner of IVECO in Libya. 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 Libya 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 Libya through our existing nationwide branch network.”

Shahram Falati, IVECO Africa & Middle East Business Director added *“We are glad to improve our presence in Libya thanks to the appointment of an additional partner. Starting from January AI Imtiyazgroup for importing transport goods and spare parts joined IVECO Official Network. The customers have now the 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 quality and excellent service provided by a strong network.”*

About Al Imtiyazgroup

Al Imtiyazgroup was established in 2012 as a division of Whiba Holding Group, one of the leading business groups in Libya. Whiba Holding is presents in 15 sectors of activity and represents many prestigious international franchises in Libya such as food and beverages manufacturing, real estate investments and development, feeds manufacturing, trading, maritime and oil and gas sectors.

Al Imtiyazgroup provide service for cars since many years with a wide range of brands to offer to its customers. They provide the best product support for cars with leading aftersales network to cover every nook and corner of Libya. The “we care” policy of the Company is truly reflected in its aftersales approach to the 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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