

Press Release

Silver Star Auto and IVECO launch their partnership in Ghana

Silver Star Auto, a leading automotive dealership in Ghana, proudly launched the renowned brand IVECO at a glamorous event held at the Silver Star Tower - Airport in Accra. The official launch marked the beginning of a new era in the Ghanaian commercial vehicles sector, raising IVECO as the most competitive choice for light, medium, and heavy commercial vehicles.

Accra, 26th April 2023

IVECO, a global leader in the manufacturing and distribution of commercial vehicles, is known for its innovative designs, exceptional performance, and commitment to sustainability. In Q4 2022, the trucks manufacturing giant appointed Silver Star Auto as its authorized dealer in Ghana after a careful assessment of Silver Star Auto's credibility, standing in the commercial vehicles market and taking into consideration factors such as infrastructure, aftersales service, staff strength and overall position for all ranges.

During the launch event, attendees were given a comprehensive introduction to the IVECO product range, which includes the IVECO **Daily**, **Eurocargo**, **S-Way**, and **T-Way**. These vehicles cater to various sectors, including transportation, construction, and logistics, making IVECO the go-to brand for businesses seeking reliable and versatile commercial vehicles.

Mr Asad Nazir, CEO of Silver Star Auto, confirmed that Silver Star Auto as the authorized distributor of IVECO in Ghana is committed to deliver exceptional after-sales support with genuine spare parts and expert, servicing by their highly trained technical team, added: *"We aim to ensure that IVECO customers in Ghana will receive unparalleled value and the highest levels of satisfaction. Silver Star Auto will continue to make offerings that are required by the Ghanaian market and thanked its customers for making Silver Star Auto their preferred supplier for their automotive and commercial vehicles' needs".*

Nouhad Kalmoni, Executive Director of Silver Star Auto expressed his enthusiasm about the partnership, saying: *“We are excited to bring IVECO’s cutting-edge commercial vehicles to Ghana. This collaboration aligns with our vision of providing our customers with the best products and services, and we believe that IVECO’s exceptional vehicles will be of great value to the commercial and Industrial sectors in Ghana”.*

Harold Wilson Acquaye, IVECO Export Area Sales Manager for Southern Africa & Ghana speaking at the event confirmed IVECO’s commitment to Ghana and commented: *“With the launch of IVECO Brand, we are ready to become a point of reference in Ghana and to hit the road running with our innovative products. We will bring outstanding transport solutions and provide local businesses with access to world-class products and services that enhance efficiency and productivity”.*

The launch of IVECO brand by Silver Star Auto marks a significant milestone in the Ghanaian commercial vehicle market, promising enhanced performance, innovation, and sustainability for businesses across the country.

About Silver Star Auto Limited

Silver Star Auto Limited is a leading automobile firm in Ghana that has been synonymous with luxury for over 20 years. With a commitment to being the Automobile Company of choice, Silver Star Auto provides a product line which covers the full spectrum of automobile needs including new saloons cars, SUVs, vans, trucks, and buses. Silver Star Auto Limited has been adjudged as the Chartered Institute of Marketing, Ghana (CIMG) ‘Motor Firm of the Year’ for the third time running; 2018, 2019 and 2020 in addition to other notable awards.

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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