

IVECO and its dealer ITALCAR open new facilities in M'saken, Tunisia

The brand-new facility in M'saken includes a modern showroom for Light Commercial Vehicles and a service centre for the support of the full range of IVECO vehicles.

M'saken, 5 November 2020

IVECO and one of its authorized dealers in Tunisia, ITALCAR, have inaugurated today their new 3S premises in M'saken, on the east coast of Tunisia, realized by the sub-dealer BASSEM AUTO SERVICES. Due to the health restrictions in place as a result of the Covid-19 crisis, the event was held in the presence of a restricted guest list, with strict application of the official health protocols currently in force. A selection of IVECO models was on display, showcasing the brand's range of commercial vehicles.

The new 3S premises provide for Vehicle Sales, Service, and Spare Parts Sales, and spans 2,000 m². It includes a mechanical workshop and a second workshop dedicated to bodywork and painting with a surface area of 1500 m². Also on the site are offices and, on the first floor, a modern showroom.

Mr. Kaïs Krime, Managing Director of ITALCAR, commented: *"We chose to work with and place our trust in our local partner BASSEM AUTO SERVICES, in light of the professionalism that the company demonstrates and the proven success that it has already had on the market, above all within the region in the automotive sector. More specifically, we worked together to create a plan for expanding the business, with a view to setting ourselves apart from the competition by offering new tools and an excellent after-sales service. The new facility we are inaugurating today represents the culmination of this expansion plan. Our customers will be able to benefit from the highest levels of IVECO service in the Sahel region and especially in M'saken, which is located on a strategic crossroads between the north, south and west of the country."*

Mr. Sami Zahouani, Owner and Manager of BASSEM AUTO SERVICES, added: *" We decided to make such a significant investment today because we believe that Tunisia is capable of overcoming all the economic and health-related challenges that we currently face. In addition, we have full confidence in the extraordinary engineering that lies at the heart of all IVECO products. It is our view that financial investment in commercial vehicles and transport, which are at the heart of productive economic activity, is set to continue. We are confident that our country can serve as a solid platform for hosting new technologies, and can participate profitably in what is often referred to as the third*

wave of the economy of innovation, or in other words, an economy that is based on knowledge, and which focuses on the human mind as a source of wealth."

Fabio De Serafini, IVECO Africa & Middle East Business Director, stated: *"The strong collaboration with our dealer Italcara in Tunisia is a long story of commitment and reliability in providing our customers with the best transport solution – always focusing on the 3S concept that means quality and excellent service. The goal of this new opening is to be close to our customers through a widespread network, serving them efficiently and meeting all their business needs."*

Firmly established in the Tunisian territory, ITALCAR sells and supports IVECO commercial vehicles across the country, serving partner agencies and private sector companies.

IVECO is a leading manufacturer that offers customers in Tunisia a wide range of commercial vehicles and tailor-made solutions. Over the years, the brand has demonstrated its capacity to anticipate developments in its sector with its offering of products and services. The inauguration of this new site in Tunisia reflects the brand's mission to consolidate its leadership position in the market, relying on its core values of technology, total cost of ownership, sustainability and business partnerships.

With the new, modern premises in M'saken, BASSEM AUTO SERVICES, ITALCAR and IVECO aim to help their customers get the very best out of their vehicles and to protect their investment by delivering effective parts and after-sales services. The three partners share the values of long-term dedication to the environment and to their customers, and the goal of exceeding their expectations with quality equipment and service.

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 tonnes. 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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