

## MY IVECO: Iveco's new app for tablet and smartphone

*Enter the world of Iveco with just one click to access a variety of interactive services*

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Iveco announces the introduction of **MY IVECO**, the new, free app for smartphone and tablet designed for Iveco customers and commercial vehicle drivers. MY IVECO enables users to obtain complete information about Iveco products and provides access to a series of useful services. The app will be available in six languages (Italian, English, Spanish, French, German, and Polish) from the Apple App Store for iOS and in Google Play for Android.

Navigating the app is simple and intuitive, allowing users to enter the world of Iveco with just one click. The main screen displays all of the features that users can select from in order to undertake a virtual voyage to discover the Iveco product line. Users can learn about a range of characteristics and technical data for all vehicle models, as well as access interactive services, such as a product configurator and geolocation to find a dealership.

The **Product Configurator**, a valuable tool that is already highly appreciated by Iveco customers, it drives users through choosing the ideal model and configurations for their needs. From version to axle configuration, from engine power to suspension type, this tool always provides the best response to the various use requirements. By simply tapping on **Find a Dealership**, it is possible to locate the nearest dealership or authorised Iveco workshop and access the dealer's contact information. With **Request Catalogue**, users can choose the vehicle model they are most interested in and receive the relevant catalogue by email.

Among other features, **My Profile** lets users customise the app by offering them the ability to enter their vehicle data and personal details, as well as record documents as their driver's licence and driver's qualification card. With the **Promotions** feature, MY IVECO keeps users up-to-date with the latest Iveco promotions, which are broken down by type and business. The content offered in this section is always in line with the on-going promotions currently in the user's designated country, and can be shared through various social media platforms.

The app also allows users to stay informed on major company news through the **News** feature, while the **Videos and Images** area allows them to navigate to Iveco's official YouTube and Flickr channels. All app sections offer the ability to complete an information request form.

By clicking on **Contact Us**, users can communicate directly with **Assistance Non-Stop**, the dedicated Iveco call centre, or send a written request to obtain a quote.

With the launch of this new application, Iveco once again takes advantage of the opportunities made available by new technologies in order to stay in touch with its customers to support them in choosing services and offers that are increasingly more personalised.

## Iveco

*Iveco is a brand of CNH Industrial N.V., a global leader in the capital goods sector, listed on the New York Stock Exchange (NYSE: CNHI) and on the Computerised Stock Exchange, organised and managed by Borsa Italiana (MI: CNHI). Iveco designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as fire-fighting, off-road missions, defence and civil protection. Iveco employs over 27,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 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)

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