

IVECO celebrates the “International Earth Day” with the launch of a sustainability web campaign: “For our planet, for your business”

Turin, 21st April 2017

On April 22nd, the “International Earth Day”, IVECO will launch a web campaign across Europe to celebrate this day dedicated to the environment and sustainability – a core value of the brand, expressed in its pay-off: “**IVECO. Your partner for sustainable transport**”.

The web campaign links to a video highlighting IVECO’s contribution to creating a sustainable transport industry. The video [www.iveco.com/uk/Pages/Iveco-Sustainability.aspx] will be available on You Tube and the main social media channels: ‘**For our planet. For your business**’.

Pierre Lahutte, IVECO Brand President, stated: “*The International Earth Day is a moment to reflect on the challenges regarding the well-being of the planet and all the life it supports; on the importance of achieving a just balance among the economic, social and environmental needs of present and future generations. We chose to mark this day and participate in the celebrations by sharing our vision for the future and showing the ways in which we at IVECO are working to help design a sustainable transport industry. Our commitment to sustainability drives our approach to every aspect of our business – from our product strategy to the way our manufacturing plants operate. At IVECO – added Lahutte - we see it as a continuous improvement process that never stops; a process that aims to foster a positive economic, social and environmental impact through all our activities*”.

A full range of cutting-edge alternative traction vehicles

IVECO’s product strategy aims to provide its customers vehicles that enable them to be more sustainable, for both the environment and their bottom line. It is **the only manufacturer that offers a full range of natural gas models**, from light commercial vehicles to heavy-duty long-haul trucks, as well as buses.

In the heavy line, the **New Stralis NP** (Natural Power) breaks new ground in long-haul sustainable transport: the first natural gas truck specifically designed for long-haul transport, it delivers the same output and torque as its diesel equivalent, together with low Total Cost of Ownership. With a record 1,500 km autonomy range, it is made for long distance haulage and, with its quiet operation, has the added advantage of being suitable for night time deliveries in urban locations.

In the medium line, the **Eurocargo Natural Power** is already compliant with Euro VI step C emission requirements, and it can access restricted areas in city centres, a key advantage in multi-drop missions. It is also extremely quiet, which makes it perfect for night-time urban services.

In the light line, the **Daily Natural Power** runs on Compressed Natural Gas, providing an advantage in urban areas with restricted traffic for its clean and quiet operation, while the **Daily Electric** offers a the silent, zero-emissions solution.

In the collective passenger transport business, IVECO BUS has been investing in hybrid and natural gas technologies for 20 years. As a result, IVECO BUS is firmly in the lead of the CNG bus market. As the industry's energy transition towards alternative traction solutions accelerates, IVECO BUS is meeting the fast growing demand and for the second year running, in 2016 it has produced more CNG, biomethane and hybrid buses than diesel units.

European leader in alternative fuel vehicles

Its relentless focus on innovation and new technologies has placed IVECO in the **lead of the European market for alternative fuel vehicles** with the biggest market share. There is currently a **running park of more than 16,000 IVECO alternative traction vehicles**, which include 5,800 dedicated to public transport. In 2016, more than 900 natural gas vehicles were delivered to customers and 25% of low-floor city bus units produced by IVECO BUS in Europe were powered by natural gas.

International recognition for IVECO's commitment to sustainability

IVECO and its products have received numerous awards for their contribution to sustainable transport. This year alone, the brand has already reaped several international awards. It was named **NGV Global Industry Champion 2017** by the International Association for Natural Gas Vehicles in recognition of its commitment the natural gas sector and for its efforts in developing the compressed natural gas (CNG) and liquefied natural gas (LNG) markets.

IVECO was also the only truck manufacturer to be shortlisted for an award at the **6th annual European Gas Awards of Excellence 2017**, which celebrate "the dedication, triumphs and excellence of companies and personalities pioneering innovation, inspiring others and achieving growth in the European Gas market". The brand was named in the "Project of the Year" category for its vision for sustainable heavy duty transport that led to the development of the Stralis NP (Natural Power), the first natural gas powered truck for long-distance haulage.

IVECO also won two of the three "**Sustainable Truck of the Year 2017**" awards, with the Eurocargo CNG being victorious in the DISTRIBUTION category and the New Daily Electric in the VAN category.

Sustainable manufacturing

IVECO's manufacturing plants operate according to the principles of **World Class Manufacturing (WCM)** – one of the global manufacturing industry's highest standards for the integrated management of manufacturing plants and processes, aiming to achieve zero defect, zero accident and zero waste.

Most recently, the IVECO plant in Madrid, Spain, was the first manufacturing facility of the CNH Industrial Group to reach **Gold Level in the World Class Manufacturing (WCM) program**. With this achievement, the plant is now the highest ranking facility in terms of manufacturing excellence amongst the Group's 64 facilities worldwide.

The Madrid plant has achieved the best results in its history in this WCM audit as a result of the improvements it has introduced over the years, which have translated into a continuous increase in safety, high quality in the processes and products, and a level of service of 100%. In addition, the plant's exceptional environmental improvements have resulted in a 53% reduction in CO₂ emissions per manufactured vehicle and in the facility recycling 99% of its waste.

With its pioneering, forward-looking solutions that make a significant contribution to a continuous reduction in the environmental impact of the transport sector – today and in the future – **IVECO is indeed the ideal partner for sustainable transport.**

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 – 7.2 ton vehicle weight segment, the Eurocargo from 6 – 19 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, the IVECO Astra brand builds off-road trucks, rigid and articulated dumpers as well as special vehicles.

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

For further information about CNH Industrial: www.cnhindustrial.com

IVECO BUS

IVECO BUS is a brand of CNH Industrial N.V., a global leader in capital goods listed on the New York Stock Exchange and on the Borsa Italiana in Milan.

A major player in the field of public transport, and among the leading bus and coach manufacturers in Europe, IVECO BUS designs, manufactures and markets a broad range of vehicles that meets all the needs of public and private operators:

- school, intercity and tourism coaches (Crossway and Magelys)
- standard and articulated city buses, including BRT dedicated versions, with a strong leadership in clean technologies such as CNG and Hybrids (Urbanway and Crealis)
- minibuses for all passenger transport missions (Daily)
- different chassis for bodybuilders.

IVECO BUS employs over 5,000 people across two production units, in Annonay, France and in Vysoké Myto, Czech Republic. Both factories were awarded the bronze medal in 2013 following their WCM (World Class Manufacturing) audits, an international methodology for managing manufacturing processes according to best standards worldwide.

The extensive IVECO BUS and IVECO service network guarantees assistance around the world wherever an IVECO BUS vehicle is at work.

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