

## IVECO presents the special customer-centric concepts IVECO FIT CAB and MAGIRUS

*IVECO FIT CAB takes driver-centricity further to include the customer's wellbeing*

*IVECO MAGIRUS pays tribute to its illustrious heritage while looking firmly towards the future*

*Madrid, 2<sup>nd</sup> July 2019*

IVECO unveiled two concept trucks at the global launch of the new IVECO WAY range: the new **IVECO FIT CAB and MAGIRUS**, the two special customer-centric concepts that will be the object of a co-working process involving customers.

IVECO will use the concepts to conduct a series of customer workshops with drivers and owners during all the races of the 2019 European Truck Racing Championship, starting from 19 July in Nürburgring (Germany).

During the customer workshops, the IVECO team will actively work together with the drivers and owners to gather their input. At completion of this consultation, IVECO will include their feedback in the final development phase.

**Gerrit Marx, President Commercial and Specialty Vehicles**, explained: *"In developing our products we adopt a customer-and driver-centric approach: they participate in our field-testing activities, they give us guidance with their insights and feedback. With these concepts, we want to co-create with drivers and owners these statement vehicles and, most importantly, we also want engage them in a dialogue about their job to tailor the next trucks to closely match their needs and desires – trucks developed by the customers for the customers."*

The IVECO FIT CAB takes driver-centricity further with the aim of improving the wellbeing, comfort and performance of the driver, mitigating the consequences of long driving hours.

The sporty livery with a logo inspired by fitness programmes signals the cab's additional role as a gym on wheels with devices for improving the driver's mobility, stability, strength and overall fitness. Dedicated hooks and anchor points are integrated into the exterior to host specifically designed accessories. The retractable front step can double up as a training tool. The interior of the cab bristles with gym equipment, such as a wall-integrated multi-directional pulley, a roof-integrated folded multi-grip solution, and a functional package that includes resistance bands, sliders and weights. The IVECO FIT CAB is a travelling work and workout companion for the driver.



PRESS RELEASE

The IVECO MAGIRUS pays tribute to its illustrious heritage while looking firmly towards the future. It incorporates multiple elements of the original brand, including the classic two-tone livery and chrome details. While paying homage to its history, it is innovative in its approach to developing a custom-made truck. It reinterprets its heritage with refinement, introducing precision craftsmanship and high technology. Extraordinary attention has been devoted to every single detail, from the top quality leather finishings and fine fabrics, to the metallic levers, switches and inserts, and a wide range of options to enable each customer to make their cabin truly unique.

## 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 tons and, in the heavy segment above 16 tons, the Trakker (dedicated to off-road missions) and the IVECO WAY range with the on-road IVECO S-WAY and the IVECO X-WAY for light off-road missions. 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](http://www.iveco.com)*

*For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)*

### **For further information, please contact:**

**IVECO Press Office – EMEA Region**

[pressoffice@iveco.com](mailto:pressoffice@iveco.com)

[www.ivecopress.com](http://www.ivecopress.com)

Tel. +39 011 00 72965

**Facebook:** <https://www.facebook.com/IVECO/>

**YouTube:** <https://www.youtube.com/user/ivecoitaly>

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