

IVECO S-WAY launch event in Madrid wins two awards at the 2019 BEA ceremony

The “Ready2Go” milestone convention was held in Madrid on July 2nd to launch the ground-breaking IVECO S-WAY heavy vehicle for on-road missions.

The event received the top prize in the B2B Event category and the second place in the Best Convention category in the 2019 edition of the prestigious Best Event Awards – Italy’s first award dedicated to the Events and Live Communication sector.

“The IVECO S-WAY is an amazing vehicle and is living up to its launch theme of being “unstoppable”, turning it into a real mindset for us at IVECO and for our customers.” – Gerrit Marx

Turin, 6th December 2019

The IVECO S-WAY was again in the limelight as its **“Ready 2 Go”** milestone launch convention was recognised as the **Best B2B Event** and won the second place in the **Best Convention category** at the 16th edition of the **Best Events Awards** organised by Italian publisher ADC Group.

The **“Ready 2 Go”** event, organised in collaboration with production company Filmmaster Events, was selected as the best by a jury panel of representatives of 54 companies and 3 professional associations and was also the runner up in the Best Convention category.

Gerrit Marx, President Commercial and Specialty Vehicles, commented: *“We are very proud to have received this award that confirmed the great momentum we are living. The launch of the IVECO S-WAY, through this milestone event and its award-winning ‘I am unstoppable’ video campaign, has had a massive impact and built tremendous momentum: the launch was covered extensively in the trade and general press, and through social media alone we have reached almost 9 million people and generated 500,000 interactions. The IVECO S-WAY is an amazing vehicle and is living up to its launch theme of being “unstoppable”, turning it into a real mindset for us at IVECO and for our customers”.*

The Convention gathered 1,300 representatives of IVECO’s dealer network, sales teams, customers and the international press at the IFEMA exhibition centre in Madrid, Spain. The event culminated in the reveal of the IVECO S-WAY and included guest speakers from the brand’s global leader partners

Amazon, Shell and Microsoft – companies known for generating ‘creative disruption’ through their innovations.

The Best Event Award comes on the back of the Silver and Bronze won by the IVECO S-WAY “I’m Unstoppable” launch video campaign at the 2019 edition of the prestigious Italian Art Directors Club Awards which recognize the best creativity in the country’s advertising industry. The high-energy, aspirational campaign focuses on the driver, accompanying them on their journey to highlight how the vehicle’s stand-out features make them feel truly unstoppable.

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, 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

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