

## IVECO launches “I’m Unstoppable” campaign to support its new on-road heavy truck

*New theme puts drivers centre-stage for the introduction of the IVECO S-WAY*

*Turin, 18 July 2019*

IVECO is introducing an exciting multi-channel campaign to support the launch of its new on-road heavy truck, the IVECO S-WAY. Created by global communications agency Ogilvy, it is based on the concept “I’m Unstoppable” – a reference to the vehicle’s driver and his mindset.

The campaign – which will appear in print and across social media – puts the driver centre stage and accompanies them on their journey, showing how the new model’s enhanced comfort, connectivity and services improves their life on the road, making them feel truly unstoppable.

It kicks off with a high-energy video starring drivers on-board the IVECO S-WAY, and shows them enjoying their daily work in the new cab which is designed to offer a first-class living and working environment.

The project captures drivers singing along to Queen’s “Don’t Stop Me Now” at different times of the day: whilst getting ready for work, behind the wheel, during rest breaks and in their bunk at night. It culminates in a sequence highlighting the IVECO S-WAY’s stand-out features: “More connectivity, more comfort, more services, more fun than ever before” and closes with the new range message: ‘**IVECO. DRIVE THE NEW WAY.**’

A print campaign follows the same “unstoppable” concept, showcasing different IVECO S-WAY drivers at various times of the day declaring “I am unstoppable (except for a good reason)”.

**Maria Laura Iascone, Head of IVECO Global Brand Marketing**, commented: “*The campaign breaks with the traditional approach to promoting a heavy vehicle by putting drivers centre stage, and having them tell the story of how the IVECO S-WAY changes their lives on the road. It is an aspirational, dynamic campaign that takes the viewer on an emotive journey of discovery, inviting them to join IVECO and DRIVE THE NEW WAY.*”

The first elements of the new campaign can be seen on IVECO’s [Facebook](#), [LinkedIn](#), [Instagram](#) and [Youtube](#) accounts.



PRESS RELEASE

## 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)*

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