

IVECO takes the lead with IVECO LIVE CHANNEL, the new broadcast platform dedicated to the world of transport

The new IVECO LIVE CHANNEL provides a virtual home for IVECO customers and followers to meet, interact and enjoy the full brand experience.

IVECO has seen an opportunity to lead the industry's digital transformation of customer interaction in the current challenging situation and digitalization trends: the brand has created in record time a new broadcast platform to open further and take forward its relationship with customers and the world of transport.

Turin, 22nd October 2020

IVECO leads the way in the digital transformation of customer interaction and launches today [IVECO LIVE CHANNEL](#), its **new broadcast platform** – a first in the industry – dedicated to the brand's community and the world of transport.

At a time of radical transformation, when the pandemic has accelerated the trend for digitalization, pushing people and businesses into the virtual world, IVECO has seen an opportunity to create an entirely new way to develop its relationship with customers, the industry, vehicle enthusiasts and the general public.

The new **IVECO LIVE CHANNEL** was developed in record time and launches today its global English-language channel. Sections dedicated to France, Spain, Germany, Italy and Poland will follow, offering country-specific content in the local language.

Thomas Hilse, IVECO Brand President, said: *"At IVECO we want to lead the way, also in the transition to digital solutions: the IVECO LIVE CHANNEL is a new virtual home for our Brand where we can meet and engage with our customers in a new way and enable them to discover the fascinating world of IVECO in an entertainment-style medium. This is not simply a tool for social distancing: it is really the future!"*

*"IVECO LIVE CHANNEL is a true web channel created to engage, inform, entertain and interact with our customers and the world of transport, added **Maria Laura Iascone, IVECO Global Brand Marketing Director**. "We approached it as a TV channel, with a broadcast schedule and an editorial plan that will be continuously renewed."*

IVECO LIVE CHANNEL will broadcast on-demand videos covering all aspects of the brand's activities and host its digital events in live streaming supported by interactive tools. It will also provide a virtual classroom where IVECO will deploy its training activities for salespeople.

The channel's schedule will open access to IVECO's entire video archive, organised in six categories:

- **DON'T STOP EMOTION:** recordings and videos of the brand's events and conventions;
- **DON'T STOP PLANET:** videos about IVECO's sustainability activities and initiatives;
- **DON'T STOP LEARNING:** for educational videos, training and workshops;
- **DON'T STOP PRODUCT:** for videos of IVECO's products and services;
- **DON'T STOP CONFERENCE:** for livestreaming and recordings of conferences, press events and interviews;
- **DON'T STOP STORIES:** for revisiting IVECO's rich heritage through historical videos.

IVECO LIVE CHANNEL will offer a front row seat to IVECO's livestreamed events to customers, IVECO drivers, journalists, social media followers and transport enthusiasts. These will be true digital events, with participants registering to attend and receive conference materials, and take part in the real-time interactive polls.

The new channel will also provide the new platform where IVECO will migrate its digital training programmes for salespeople, which relies on cutting-edge teaching and evaluation tools.

The IVECO LIVE CHANNEL is live, already offering an extensive choice of videos to watch on demand: <https://ivecolivechannel.com/>

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

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

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