

## **“Your Truck Your Way”: the new social media initiative for the IVECO community**

*The initiative aims to involve the wider IVECO community and puts the spotlight on the driver and their life on the road by sharing their creative personalizations of the IVECO S-Way*

*Turin, 12<sup>th</sup> February 2020*

IVECO presents today **“Your Truck Your Way”**, the new social media initiative that invites IVECO S-WAY enthusiasts to share photographs of their personalized vehicle on the brand's Facebook and Instagram pages. At the end of the initiative, the IVECO community will vote for the best design. With this activity, IVECO places once again the driver centre stage, as it did in the “I’m Unstoppable” launch concept, putting the spotlight on their life on the road, offering them the opportunity to show how they express their creativity to stand out from the crowd with their vehicle’s personalization.

**Thomas Hilse, IVECO Brand President:** *“This activity aims at giving voice to the passion of our drivers, which is expressed in stunning customizations of their traveling companions. We want to give the opportunity to share their unique creative design with the whole trucking community, and to see how our IVECO S-WAY stands out from the crowd in their unique special versions.”*

The initiative will be spread on the brand's social media channels through videos of “Brand Ambassadors” from across Europe. Italian customer **Michele Perrotti**, known for his creativity in personalizing IVECO trucks, will be the first **“Your Truck Your Way” Ambassador**. Most recently, he presented the **“Gladiator” IVECO S-Way**, customized with graphics inspired by the famous blockbuster film to highlight the determination, tenacity and strength that characterize his transport company, Autotrasporti Perrotti, and IVECO’s newest vehicle.

The new cab of the IVECO S-Way has a unique design, developed around the driver’s and owner’s needs, which was recognised with the prestigious iF Design Award 2020. It is the perfect canvas for customers to give free rein to their creativity in stunning customizations like Michele Perrotti’s Gladiator IVECO S-Way.

## 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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