

IVECO to launch pioneering on-board vocal truck driver companion built on Amazon Web Services (AWS) technology

The cutting-edge project from IVECO, built on Amazon Web Services (AWS), sets new standards in innovative services for drivers by introducing a voice-enabled service through Amazon Alexa

Milan, 1st December 2020



IVECO, a global manufacturer of light, medium and heavy commercial vehicles and buses, is leading the way in Europe by using **AWS's Machine Learning and serverless capabilities and Amazon Alexa to enhance the driver's experience.**

The new innovative voice service enables IVECO drivers to vocally manage their route planning, check the vehicle's maintenance and health status, and request driving tips. The voice service can also operate cab controls, allowing drivers to remain focused on the road, increasing traffic safety. It also makes it easy for drivers to remain connected with the IVECO driver community.

The new voice service, designed by IVECO Digital team with the support of AWS Professional Services, has been built following the Amazon Working Backward Innovation methodology taught in AWS's Digital Innovation Program, and uses AWS machine learning, voice, security and serverless technologies.

*"We are delighted with the new voice service, which will set a new standard in the automotive industry," said **Fabrizio Conicella, Digital lead at IVECO.** "By leveraging the breadth of AWS's portfolio, IVECO has been able to innovate and deliver in record time a new service that fundamentally changes the way drivers can interface with our vehicles and our drivers' community. The new voice service from IVECO underpins the company's future digital strategy as it strives to offer a completely new way for drivers to perform their tasks in an interactive way while raising the level of safety and comfort."*

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

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

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