

IVECO gets ready to move to the next level and go smart in international launch event

The latest generation of the New Daily and IVECO S-Way were unveiled in an innovative live digital show streamed on IVECO Live Channel.

In the 60-minute show, IVECO invited guests to “Go Smart!” with the new vehicles, which take innovation, connectivity, TCO improvement and sustainability to the next level.



Turin, 1 June 2021

IVECO unveiled to its dealer network and automotive press the latest generation of its **New Daily and IVECO S-Way** commercial vehicles in a digital event that was live streamed on **IVECO Live Channel**, the new broadcast platform dedicated to the world of transport.

The event adopted an innovative format: a 60-minute virtual show produced on a specially designed film set. Customer-centricity was the common thread running through the event's narrative, which highlighted the New Daily and IVECO S-Way's vocation as smart vehicles that take connectivity and sustainability to the next level. It was also represented in the very shape of the circular stage where the entire presentation took place.

The format of the launch event reflected the high innovation content of the new ranges. It highlighted the level of interaction without equal offered through **IVECO Driver Pal**, turning it into a protagonist. IVECO's new vocal driver companion participated in the presentations, interacting with the speakers via **Amazon Alexa** throughout the event.

Thomas Hilse, IVECO Brand President, said: *“We wanted a launch event capable of bringing across clearly and in an engaging format the unique strengths of the New Daily and IVECO S-Way. In the very opening moments of the event, we demonstrated how we are revolutionizing the way our customers communicate with our vehicles. We showed how we put them centre-stage when we develop our products and services, with one idea driving us: making their life and work smarter, easier, more enjoyable and much more productive. That is why we invite them to move to the next level with us and go smart!”*

After the opening remarks, the presentation of the New Daily started. The effect of a busy square of a large metropolis was created on the stage and images on the LED walls. The New Daily was shown going about its business in this square, while IVECO representatives explained its new features in detail. A performance by urban-style dancers backed by beat-box music brought the show back to the stage for the unveiling of the IVECO S-Way. The truck appeared on stage, accompanied by lighting special effects. A choreography of luminous bodies, ground projections, light design and video gave a rhythm to the narrative of the vehicle's presentation, then introduced final part of the show with the closing statements.

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 IVECO WAY range with the on-road IVECO S-WAY, the off-road IVECO T-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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