

“IVECO Truck Queens” project wins three trophies at prestigious NC Digital Awards in Italy “

Italian publishing house ADC Group rewarded the docuvideo, a collaboration between IVECO, Ogilvy and Freeda, with three NC Digital Awards that recognize the best in digital communication.

Turin, 19 October 2021

The “IVECO Truck Queens” project was received three NC Digital Awards: **a first place in the Digital Branded Content B2B category, second in the Facebook and Instagram Grand Prix, and third in the Digital Branded Content for B2C category.**

It was selected by a jury comprised of digital communication professionals representing prestigious companies among the leading investors in communication. The docuvideo was developed by global communications agency Ogilvy and produced by media company Freeda to celebrate the role of women in the world of transport on International Women’s Day.

The digital communication project aimed to give a voice to the first-hand experience of unstoppable women who work in the trucks business with passion and determination, breaking gender stereotypes every day and kick-starting change for the younger generations.

The docuvideo tells the story of three women from different countries and backgrounds who share a passion for trucks: **Judith Ehrmann**, an experienced mechanic for truck racing Team Schwabentruck, **Lorella Della Torre**, who has carved a career as Sales Manager at an Italian IVECO Dealership, and **Oti Cabadas**, who has confronted traditional prejudices head on to become an experienced truck driver. They talk about the obstacles and prejudices they have faced as they fought with courage for the professional recognition they deserve in their chosen field. The docuvideo was broadcast on **IVECO LIVE CHANNEL** www.ivecolivechannel.com and shared on IVECO’s and Freeda’s social media channels.

Marialaura Iascone, IVECO Global Brand Marketing Director commented: “*We are very proud that this docuvideo has been recognised with this prestigious award. It puts the spotlight on the role of women in our industry, and the courage and determination that they bring to their profession. We hope that seeing the example of these unstoppable women will inspire more young women to break with stereotypes and follow their passion and carve a career for themselves in the field of their choice.*”

The coveted NC Digital Awards, now in their 10th edition, were established by ADC Group, the Italian publishing house dedicated to advertising, marketing, media and events professionals to recognise the best quality in digital communication in Italy.

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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