

## **MYIVECO Easy Way App raises the bar on connectivity to make the on-board driver's life easier and more comfortable**

*The new MYIVECO Easy Way App is designed to keep drivers connected to their IVECO heavy truck and make their life easier, thanks to the remote control of several cab's functionalities, as well as the remote activation of both IVECO Assistance Non-Stop and the Remote Assistance Service when needed.*

Turin, 9 December 2019

IVECO is introducing the new **MYIVECO Easy Way** App, designed to facilitate the drivers' life on board their truck and help them maximising uptime with a host of functionalities accessible on their mobile device.

**Fabrizio Conicella, Global Head of Digital Commercial & Specialty Vehicles** commented: *"The new MYIVECO Easy Way App is a clear sign of IVECO's driver-centric approach. This new app aims to support the driver allowing to access when in standstill or parking mode to several vehicle features and useful data. It provides driving and fuel saving advice through the Driving Style Evaluation (DSE) and, if necessary, can be used to activate our assistance service easily and quickly, through an extremely user-friendly and intuitive interface. Easy – the IVECO WAY."*

The new **MYIVECO Easy Way** app is designed for the driver's comfort; enabling the driver to **control remotely all the cabin features**. Lighting, air conditioning, media, doors and windows, roof hatch and door lock are handy quickly in a single place on driver's smartphone and tablet. With the App, the driver can also take his digital life on board mirroring his mobile device on the new infotainment system to use all its functionalities in full safety while driving.

Driver can view the **Driving Style Evaluation (DSE)** tool directly on the mobile device. The enhanced DSE features based on new algorithms that provide a more effective evaluation performance, as well as new fuel saving, vehicle care and safe driving KPIs to help to increase fuel savings and enhance safe driving style.

With the new MYIVECO Easy Way App, the driver is never alone on the road: he can easily activate IVECO's **Remote Assistance Service**, a breakthrough tool that connects them to the workshop. The technician can remotely check the vehicle diagnostics wherever it is and even carry out Over-the-Air

(OTA) software updates to all electronics if required. In addition, the **IVECO Assistance Non-Stop** service will provides 24/7 assistance through the new App, helping to improve the vehicle's uptime and keeping driver on the road.

MYIVECO Easy Way App will be regularly upgraded with new features, continuously evolving to meet the changing needs of transport businesses. It will help customers to develop their business with on-board connectivity that makes easy to increase the fleet's productivity and maximise the drivers' efficiency at work.

The MYIVECO EASY WAY App is now available on Google play and the App store for downloading and start the experience in the new cab.

## 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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