

IVECO appoints K. Koray Kursunoglu head of High Growth Markets Asia, Middle East & Africa

Turin, March 2019

K. Koray Kursunoglu has been assigned responsibility for **High Growth Markets Asia, Middle East & Africa (AMEA) for the IVECO Brand**. This is a new role created as a result of parent Company CNH Industrial's launch of a new organizational structure. The aim of this new organization is to become more customer centric, entrepreneurial, lean, agile and innovative.



Mr. Kursunoglu brings an extensive experience gained in the Asia Pacific region to his new post. This includes his previous role as IVECO Business Director for South East Asia, Pakistan & Japan, held since 2014. Prior to this, he held the position of Head of Sales for Turkey, responsible for light, medium and heavy commercial vehicles as well as after sales.

He joined CNH Industrial in 2007 in the IVECO Business Development and New Markets function bringing a breadth of experience in sales and marketing. In the following years, he covered different roles of increasing responsibility for operations in Russia and CIS countries, including sales and after sales.

"I am looking forward to the challenge of strengthening IVECO's brand presence in the region and growing our commercial vehicles business in these highly dynamic markets," said Mr. Kursunoglu

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, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, the IVECO Astra brand builds off-road trucks, rigid and articulated dumpers as well as special vehicles. For further information about IVECO: www.iveco.com

For further information about IVECO: www.iveco.com

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

For further information, please contact:

IVECO Press Office – AMEA Region

Elena Mascarello

elena.mascarello@iveco.com

Tel. +39 011 0071350