

## Iveco Enters Malaysia Market and Launches Full Range of Commercial Vehicles at MIBTC 2015

*Iveco, a world leader in road transportation, enters the fast-growing truck market in Malaysia in partnership with exclusive distributor F.A. Trucks with a full range of vehicles and services for the commercial vehicles industry. The brand presented its product line-up to the public at the Malaysia International Bus, Truck & Components Expo (MIBTC 2015), which is running from the 14th to the 16th May, in Kuala Lumpur, Malaysia.*

Kuala Lumpur, 14<sup>th</sup> May, 2015



Iveco, a brand of CNH Industrial (NYSE: CNHI / MI: CNHI), introduces its full line-up of commercial vehicles from its heavy, medium and light ranges for the Malaysian market at the MIBTC 2015, the important international trade exhibition focusing on the commercial vehicle market and its supporting industries in Malaysia. The brand is present at the show with its exclusive distributor F.A. Trucks Sdn Bhd, a wholly owned subsidiary of Federal Auto Holdings.

Iveco and F.A. Trucks are presenting the full line-up of products for the Malaysian market: the **Stralis** Truck of the Year 2013 and 682 heavy commercial vehicles, the **Trakker** off-road truck, the **Eurocargo** medium truck and the **New Daily** light commercial vehicle and International Van of the Year 2015. The product offering is complemented with a full range of after-sales services, genuine spare parts support and financing which will take advantage of Federal Auto Holdings' local presence in the country.

F.A. Trucks can rely on the well-established network of the MBM Resources Group and has presented at a recent press conference its plans for the further development of its dealer network and deployment of mobile service units to provide the best service to customers across the territory.

Michele Lombardi, Head of Iveco Asia Pacific operations, stated: "Iveco is entering the competitive Malaysian market with a full line-up of 14 models. With our wide range of first-rate products and with the support of our partner F.A. Trucks, we have what it takes to succeed in this very dynamic automotive market. The technology that goes into every Iveco vehicle has proved its worth on roads around the world and even in the extreme conditions of the Dakar rally: we are confident that discerning fleet and transport operators and business owners in Malaysia will appreciate the proven quality, durability, reliability and, most importantly, the cost-efficiency of Iveco products as well as the outstanding service support provided by our partner's dealers."

FA Trucks Managing Director, Cheng Seng Fook said that the company was delighted to add such an established brand to Federal Auto Holdings' portfolio of premium automotive marques: "We are proud to announce that Iveco is now here in Malaysia and able to offer our customers a range that no other brand can. We will have a complete line-up that will cater for the growing demands of the trucking industry not only in terms of the tonnage required but also in terms of power, torque, safety, ergonomics and comfort and reliability."

On display on the 400 square metre Iveco stand at MITBC 2015 are the Stralis and the 682 in their 4x2 tractor configuration, the Daily Chassis Cab model and the Trakker in the 6x4 tractor configuration.

**Note to the Editor:**

Iveco is a global manufacturer with a wide range of light, medium and heavy commercial vehicles, off-road trucks, and vehicles for special applications. Its full line of vehicles ranges from the lightest 3.5-ton vans for urban use to the 60 ton heavy vehicles for long distance haulage and heavy loads. Iveco is able to leverage on the global R&D resources and economies of scale of CNH Industrial in order to bring its customers around the world the most advanced technologies and safe, fuel efficient and environmentally friendly vehicles at competitive costs.

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**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 – 7 ton vehicle weight segment, the Eurocargo from 6 – 16 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, with the brand Iveco Astra, builds mining and construction vehicles, rigid and articulated dump trucks and specialty 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)

**Federal Auto Holdings Berhad**

*The beginnings of Federal Auto Holdings Berhad (FAHB) go back to the year 1960 when Federal Auto Co. Ltd. was founded in Penang. The first car brand handled by the company was Volvo, a brand which it would become synonymous with in the years that followed. The name of Federal Auto Holdings Berhad was adopted in 1975 at a time when Volvo had become one of the ten most popular brands in the country.*

*Following its acquisition by MBM Resources Berhad in 2005, FAHB began to pursue a multi-brand strategy, first being appointed to represent Volkswagen (through FA Wagen Sdn Bhd), and then Mitsubishi Motors (through FA Automobiles (Ipoh) Sdn Bhd).*

*FAHB is today one of the most dynamic multi-brand automotive dealers in Malaysia with strong business ethics, impeccable integrity and a solid reputation built over five decades. Its representation of world-class automotive brands has come about through having long experience and expertise in the business as well as the resources and drive to succeed. For more information on Federal Auto, please go to [www.federalauto.com.my](http://www.federalauto.com.my).*

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