

IVECO reinforces its position in Myanmar with extensive new premises

The opening of new premises in Yangon is an important testament to IVECO and Myanmar Synergy's professional approach and commitment to its customers.

Yangon, 11th May 2017

IVECO and its distributor, Myanmar Synergy Co., Ltd. (Synergy), held today the Grand Opening of impressive new premises, which include a purpose-built two-storey building on a 5.4-acre plot in the Anawartha Industrial Zone in Hlaing Thar Yar Township, in western Yangon.

Synergy undertook the distributorship of IVECO and its brands in 2012. The partnership has proven to be successful with a steady growth in sales and services that has taken IVECO to the lead of the country's truck and bus market.

Today's official ribbon-cutting ceremony was well attended by the national and local press as well as by 200 customers and business partners from the transport and construction industries. Speakers at the event included Than Tun Win, Synergy's CEO; Mark Brinn, CNH Industrial's Managing Director for South East Asia, Pakistan & Japan; Koray K. Kursunoglu, IVECO's Business Director for South East Asia, Pakistan & Japan; and other senior officials from both companies.

The new premises cover a total area of 43,200 sq. ft. At the heart of the facilities is the spacious 3,200 sq. ft. showroom for the sale of IVECO commercial vehicles and heavy trucks, where the Synergy sales force will be available to advise transport businesses on the best choice for their operations. Next to the main building is a 23,000 sq. ft. car park and manoeuvring area for truck.

The site also includes an after sales area with a well-stocked parts store, a well-equipped workshop, and a modern training centre where IVECO's operators will be able to learn how to get the best from their vehicles. The new branch employs more than 100 people to offer Burmese and transit customers premium support in both the transport and construction businesses.

The showroom at today's opening ceremony displayed five models from IVECO's offering in Myanmar: from IVECO 682 heavy-duty truck that provides a perfect solution for every type of mission, to the IVECO Trakker off-road truck, a vehicle built to exceed the limits, and the IVECO Powerdaily light commercial vehicle, engineered to deliver a long lasting performance in all conditions.



IVECO 682 is sold in Myanmar as Concrete Mixer for the numerous construction and real estate projects in the country, and as a Tractor head for the national and international logistic needs. It represents the optimal solution between cost efficiency and strength, supported by IVECO Technology and quality standards. The versatility and strong nature of this vehicle makes it a perfect solution for every kind of mission, including tough off-road conditions.

IVECO Trakker, sold as a Tractor head, is designed to meet every kind of extreme off-road mission on wheels. Stressed in the toughest conditions and driven across the most atypical and hostile territories during the Dakar race, this vehicle is a trustful partner, delivering excellent performance, low running costs and superior driver comfort. Robustness, reliability and efficiency, combined with the technology of its engines, components and assemblies, make IVECO's quarry and construction vehicle unstoppable and equal to the toughest challenges.

The IVECO Powerdaily minibus, sold in several versions from 14 to 23 seats, responds to the high demand from the national market for passenger transport vehicles, and combines outstanding robustness and reliability for all customer needs. Built on European quality standards, it is engineered for long lasting performances in every condition, complying with the highest safety and reliability of IVECO standards. IVECO Powerdaily is a champion in power, safety, technology and versatility, combining the flexibility of a complete range - van, chassis cab, minibus - with the advantages of rear-wheel drive, such as better thrust and a wide range of gear ratios to optimize performance. IVECO's wide product offering for ready-made minibus solutions make this product unrivalled in its segment.

Koray K. Kursunoglu, IVECO Business Director for South East Asia, Pakistan & Japan, commented at the inauguration event: *"We have found a strong partner in Synergy, which shares our belief in the importance of customer satisfaction, training and our focus on delivering consistently high levels of customer service. The investment they have made in this state-of-the-art new facility is testament to their professional approach and commitment to IVECO and our customers. We are confident that, together, we will give full satisfaction to a growing number of customers and meet the demand for transporting people and goods, which is expected to grow exponentially as a result of the dynamic economy of Myanmar."*

Than Tun Win, Synergy's CEO, said: *"Our commitment to Iveco dates back to 2012, always striving to provide best-in-class services and after-sales support to customers across Myanmar through our widespread network. We are proud of the further step we are taking today by opening this new premises. This investment will allow Synergy and Iveco to further growth in the market and to offer*

our customers a range of vehicles that no other brand can. We aim to have a complete line-up that will cater for the growing demands of the trucking industry in the country.”

Synergy aims to provide the best services to its IVECO customers across the country. All its service centres carry Iveco Genuine Parts and are authorized to verify and process warranty claims. They are also equipped to provide repairs for minor and major accident damage as well as refinishing and touch-up. Thanks to the service network, customers will benefit from the IVECO Original Parts warranty in order to maintain the performance of their vehicle and their business at its best in the long term.

Synergy offers a comprehensive product support package to all customers, designed to maximise equipment productivity and utilisation for the IVECO products. All service personnel are skilled technicians and have successfully completed IVECO product training courses.

Founded in 1975, as a result of a major European merger that brought together historical players with roots dating back to 1864, IVECO has been committed to safe, efficient and ecological mobility from the very beginning. This long-standing focus on sustainable transport has led to today's offering of highly efficient, low-emissions vehicles capable of lowering the customers' Total Cost of Operation and improving their green credentials.

At a time when the Government's Framework for Economic and Social Reforms calls for major infrastructure projects and the overall long term aim to transform Myanmar into a world class green metropolis, IVECO can support the country's progress towards this objective.

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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 – 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.

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

Myanmar Synergy Co., Ltd.

Myanmar Synergy Co. Ltd. was incorporated in 2012, it rode on the expanding market and has grown rapidly, it's now one of the Myanmar's leading commercial vehicles and construction equipment distributor.

Myanmar Synergy Co. Ltd. is the exclusive distributor for IVECO commercial vehicles, CASE Construction Equipment and Zhongtong Bus, besides distributing quality products, it is committed to provide best service to its customers in Myanmar, ensuring its customers enjoy best return on their investment.

Myanmar Synergy Co. Ltd., is now headquartered in a new 5.4-acre purpose-built facility in west Yangon. To provide speedy product support central and upper Myanmar, it has established full branches in Mandalay, Pharkant.

For further information about Myanmar Synergy Co. Ltd., please visit www.syntruck.com

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