

IVECO BUS continue to strengthen the Daily Minibus offering and develop its network of Certified bodybuilder under the Busmaster program

On May 23rd and 24th, IVECO BUS organized a 2-day event dedicated to minibuses and certified Busmaster bodybuilders. More than 20 of them participated at the event, which was held in Baveno on the shores of Lake Maggiore, Italy.

Saint-Priest, June 25, 2018

For the second year, the Daily Minibus Camp and Busmaster program have become a key event for IVECO BUS commercial team and certified bodybuilders to share the latest evolution in the portfolio.

With the first day devoted to IVECO BUS sales staff networking with coachbuilders, the second was focused entirely to deepening their knowledge and understanding of the brand's products.

This event was also an opportunity for IVECO BUS to strengthen its relationships with the coachbuilders that it recognizes and certifies. More than 40 of them – across Europe and Asia-Pacific – are now partners of and certified by IVECO BUS.

Although also featured on its dedicated website – www.busmaster.com – the topics covered today focused on new regulations and new products, particularly those relating to Daily. Two minibuses were on show: a Daily Start and a Daily Blue Power – best in class in terms of performance and environmental impact for sustainable mobility.

At the end of the two days, 14 coachbuilders saw their BUSMASTER accreditation renewed, with 4 others receiving a special prize: INDCAR, FORVEDA, ROSERO, FERQUI.

With ready-to-use chassis, IVECO BUS meets every requirement for passenger transport, while offering customized after-sales service and quality thanks to its network of certified coachbuilders.

European leader for more than 20 years, IVECO BUS offers the widest range of solution of chassis and buildup minibus with exclusive alternative traction. As a result, the brand already collected numerous awards since the first launch of its Daily Blue Power range, among which the recognized "International Van of Year" trophy. With its electric and natural gas versions, the Daily Blue Power positions itself as a true sustainable champion, and is able to ensure today the sustainable transport of tomorrow.

IVECO BUS

IVECO BUS is a trademark of CNH Industrial N.V., a global leader in capital goods and listed on the NYSE and the Milan Stock Exchange.

A major player in the world of public transport, and one of the leading manufacturers in Europe, IVECO BUS designs, makes and markets a vast range of vehicles that precisely meet the needs of private transport companies and authorities that organize public transport:

- school buses, interurban buses, scheduled and tourist services (Daily Tourys, Crossway and Magelys);*
- standard and articulated coaches and their BRT (Bus Rapid Transit) versions with, notably, acknowledged leadership for their own NGV and Hybrid technologies (Urbanway and Crealis);*
- minibuses for all passenger transport purposes (Daily) produced in Brescia;*
- chassis for specialist coachbuilders (Suzzara, Valladolid)*

IVECO BUS employs 5000 people and has two factories in Annonay, France, and Vysoké Myto, Czech Republic, both awarded the WCM (World Class Manufacturing) bronze medal in 2013, an international methodology aimed at managing production processes to the highest global standards.

With a vast network of service points IVECO BUS and IVECO guarantee assistance all around the world wherever an Iveco Bus vehicle may be operating.

For more information on Iveco Bus, visit www.iveco.com

For more information on CNH Industrial, visit www.cnhindustrial.com

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