

IVECO opens its first full-range commercial vehicle showroom in Incheon, South Korea

The new IVECO showroom is strategically located near Incheon's port and international airport and stands out for its modern architecture and facilities. The opening of this new outlet is testament to IVECO's professional approach and commitment towards its South Korean customers.

Incheon, December 2019

IVECO South Korea and its local sales agent in the market, SM Motors, inaugurated on November 29th the first full-range showroom in Incheon, a city in the north-western part of the country, where the demand for commercial vehicles has considerably increased in recent years, also due to the city's port and international airport.

The new showroom covers a total built area of 910 m². At the heart of the outlet is a spacious display area of 246 m² where the IVECO products are exhibited and the IVECO sales force will be available to advise transport businesses on the best choice for their operations. Next to the main building is a 438 m² parking and manoeuvring area for trucks.

The site also includes a well-equipped and modern training centre where customer drivers will be able to learn how to get the best from their vehicles. The new showroom was built to offer South Korean customers premium support in the transport business.

The inaugural ceremony was well attended by IVECO sales agents from nine key regions across the country, IVECO service dealer principals and the brand's local senior management.

SM Motors has been partnering with IVECO for the sale of light-duty trucks (LDT), medium-duty trucks (MDT) and heavy-duty trucks (HDT) since October 2015. It operates in Incheon and in the western part of the Gyeonggi province, which is one of the largest commercial vehicle markets in South Korea.

Donghyun Kim, CEO at SM Motors commented: "This new showroom is outstanding for its modern design and innovative concept displaying the full range of IVECO's commercial vehicles on the first floor, and a specialised sales office, with areas dedicated to HDT, MDT and LDT, on the second floor. I am delighted with this new base for both current and new

customers. Indeed, here, prospective customers can both see the vehicles first-hand but also test-drive those that they are interested in on the road.”

IVECO is committed to improving customer satisfaction and increase its brand awareness. In South Korea, it has proven its innovative approach by garnering consistently high levels of appreciation from its customers.

Jeongsik Choi, IVECO General Manager at CNH Industrial Korea LLC, commented: “We appreciate the significant investment that SM Motors has made in this outstanding and modern IVECO showroom, which is located in a strategic area. I am confident that SM Motors’ team will be our best brand ambassador in Incheon province and the west Gyeonggi region.

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 tonne vehicle weight segment, the Eurocargo from 6 – 16 tonnes, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tonnes. 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

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

For more information contact:

Kwanju Cho
IVECO Marketing Manager
Email: kwaju.cho@iveco.com
Ph.: +82 10 6784 0588