

## **“Born in South Africa”, Iveco promotes its new plant investment**

*The launch of the “Born in South Africa” campaign ushers in the forthcoming inauguration of Iveco South Africa’s new assembly plant in the country.*

Rosslyn, 16 September, 2014

Iveco South Africa and Larimar Group will soon inaugurate their joint-venture: Iveco South Africa Works, a manufacturing facility based in Rosslyn, in the Gauteng province of South Africa. Iveco first began the import, sales and distribution of its vehicles in South Africa over 20 years ago, in 1993. In anticipation of this milestone event, which will see the manufacturing of Iveco vehicles in Africa, the brand is launching the “Born in South Africa” campaign, which spotlights the local manufacturing of specific Iveco products for the market.

The new “Born in South Africa” logo depicts a ‘stamp of authenticity’ certifying the quality of the new Iveco commercial vehicles assembled at the new facility in South Africa, all by a local workforce. This ‘stamp’ encircles the soaring five colours of the South African flag: black, yellow, green, red and blue, evoking the concept of unity. The commercial vehicles bearing this logo will be tailored for the African continent whose varied terrain and challenging driving conditions carry a demand for specific vehicle requirements.

Situated in the suburbs of Pretoria, the new facility will host its official opening in November 2014. Medium, heavy and extra-heavy duty commercial vehicles as well as front engine and low floor city buses will be assembled on the premises.

### **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)

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