

## IVECO announces appointment of new Brand President

Turin, 30<sup>th</sup> October 2019

IVECO announced today the appointment of **Thomas Hilse as IVECO Brand President**. In this role, effective from November 1<sup>st</sup>, Thomas Hilse will take on global product management, sales, marketing and network development responsibility for the IVECO Brand, tasked with building on the brand's position and expanding its presence in the world markets. He will be based in Turin, Italy.



**Gerrit Marx, President Commercial and Specialty Vehicles**, commented: *"We are very pleased to welcome Thomas into our organisation. He joins us at a momentous time in our history, when we have just launched our new Daily light commercial vehicle range and the IVECO Way range with the new IVECO S-WAY heavy-duty truck, and introduced significant advances in digitalization and servitization in our offering. Thomas brings a very strong track record in the commercial vehicles business and vast international management experience, which will be valuable in steering the future success of the IVECO brand around the world."*

Thomas brings a very strong track record with 22 years of experience gained in the Truck, Bus & Commercial Vehicles Industry through various international management positions for different brands in Europe, NAFTA, Latin America and South-East Asia. His roles have covered all aspects of the business, from Sales and Business Development, to Customer Service and Product Planning, reaching the position of CEO. He studied Mechanical Engineering and Business Administration, and holds an M.A. in International Relations.

PRESS RELEASE

## 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 3.3 – 7.2 ton vehicle weight segment, the Eurocargo from 6 – 19 tons and, in the heavy segment above 16 tons, the Trakker (dedicated to off-road missions) and the IVECO WAY range with the on-road IVECO S-WAY and the IVECO X-WAY for light off-road missions. 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](http://www.iveco.com)

For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)

### **For further information, please contact:**

**IVECO Press Office – EMEA Region**

[pressoffice@iveco.com](mailto:pressoffice@iveco.com)

[www.ivecopress.com](http://www.ivecopress.com)

Tel. +39 011 00 72965

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