

Frank Plant appointed Director of Used Vehicles at IVECO

Strategic appointment will support UK launch of IVECO's approved pre-owned vehicle brand, OK Trucks

Basildon, April 20, 2017

Frank Plant has been appointed IVECO Director of Used Vehicles, UK and Ireland, and will oversee the UK launch of 'OK Trucks', IVECO's pan-European approved pre-owned vehicle brand.

Plant brings to the business management experience spanning more than 25 years in the financial services, retail and manufacturing sectors.

Starting his career with the International Stock Exchange, he worked with the TSB Banking Group developing joint finance ventures with Volvo, Mitsubishi, Mazda and Isuzu. He later took on the role of Market Area Director with Ford, and in more recent years held regional management roles with Mercedes-Benz and Volkswagen Group.

In his new role at IVECO, Plant is tasked with launching the company's approved pre-owned vehicle brand, OK Trucks, in partnership with IVECO's dealer network. He will also head up residual value and pre-owned sales management in the UK and Ireland.

Commenting on his appointment, Plant says: "The UK is a major market for IVECO, and the launch of OK Trucks offers the business potential for considerable and continual growth in the pre-owned vehicle market. We aim to offer our dealer network support to help establish OK Trucks as a trusted, reliable and flexible source of quality pre-owned IVECO vans and trucks, supported with an IVECO warranty.

"IVECO has got some fantastic new products on the market – particularly the New Stralis XP, the TCO₂ Champion, and the New Stralis NP ranges – which will develop into tomorrow's pre-owned vehicles. I am very excited about what the future holds," he adds.

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 – 19 tonnes, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tonnes. 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.

To download supporting imagery: <http://gk.news/IVECO>

For further information about IVECO: www.IVECO.com

For further information about the IVECO dealer network: <http://www.IVECO-dealership.co.uk>

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



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