

IVECO Madrid plant celebrates World Class Manufacturing Gold Level Award

The award ceremony was held on Friday June 2 in the presence of CNH Industrial Chairman Sergio Marchionne and CNH Industrial Chief Executive Officer Richard Tobin

The IVECO plant in Madrid is the first CNH Industrial facility in the world to reach Gold Level, the highest in manufacturing excellence, thanks to the profound transformation of its production systems

On this occasion, IVECO previewed the Stralis X-WAY, a brand new vehicle for light off-road missions that will go into production at the Madrid plant, reaching markets in September 2017



Madrid, June 6, 2017

IVECO's Madrid plant is CNH Industrial's first facility, among 64 global manufacturing sites, to achieve Gold Level status in the World Class Manufacturing (WCM) program. WCM is one of the manufacturing industry's highest standards for the integrated management of manufacturing plants and processes.

An official ceremony was held at IVECO's Spanish headquarters in Madrid. The event saw the presence of CNH Industrial's Board of Directors, including CNH Industrial Chairman Sergio Marchionne and Chief Executive Officer Richard Tobin together with IVECO Brand President Pierre Lahutte and the top management of the group. Some 300 Madrid-based employees – including the management team and employees – took part in the ceremony. Tom Verbaeten, Chief Manufacturing Officer at CNH Industrial, gave opening remarks, thanking the plant's employees for their hard work and determination in reaching this important milestone.

In his address, Chairman Sergio Marchionne congratulated all those involved in the production process for their sustained efforts over the years, and for demonstrating how much can be achieved through commitment and teamwork. He highlighted how results of this kind can be reached only when technical expertise meets with deep passion and dedication.

After the ceremony, all attendees gathered in the plant's main entrance where a Gold Truck – a New Stralis in full-body gold livery – awaited them. Sergio Marchionne, Richard Tobin, Pierre Lahutte, and the members of the CNH Industrial Board of Directors signed the truck and were photographed with the full manufacturing team to commemorate this plant milestone. There followed a tour of the production facilities.

The WCM Gold Level award recognizes the results achieved through a complete re-engineering of all of the plant's processes, which started some 10 years ago, and has required a relentless effort in continuous improvement that has involved all employees. The improvements introduced over the years have translated into a continuous increase in safety, high quality in processes and products, and a high level of service.

The facility employs over 2,500 people and has the highest percentage of female employees in the Spanish automotive sector, 21%. It exports 87% of its production, mainly to European markets, as well as to Africa, Asia and South America. Last year, the site received the Kaizen Institute's Excellence Award in the System of Continuous Improvement category.

The plant also stands out for its environmental performance, reducing CO₂ emissions per manufactured vehicle by 53% and recycles 99% of its waste.

The Madrid facility, which includes the manufacturing plant, is focused on the heavy range of IVECO vehicles: the New Stralis, both in the diesel version, the Stralis XP, and in the Stralis NP CNG (Compressed Natural Gas) and LNG (Liquefied Natural Gas) versions; and the off-road Trakker. It is now preparing for the introduction of a brand new vehicle for light off-road missions: the Stralis X-WAY. This vehicle will reach IVECO dealerships across Europe in September and will see its official international launch to the public at the Solutrans show in Lyon, France, in November 2017.

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 – 7.2 ton vehicle weight segment, the Eurocargo from 6 – 19 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. 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

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

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