

Iveco launches award-winning New Daily range in China

Basildon, August 28, 2015

Iveco has presented the New Daily range of light commercial vehicles at a major press conference in China. The launch was held this week at the Beijing Kempinski Hotel and attended by national media, key customers and dealers.

The New Daily will be available in the Chinese market in several versions – as a van, chassis cab and chassis crew cab – with sales to commence in September 2015. These versions will be followed later in the year by the Daily Hi-Matic, which features the innovative eight-speed automatic transmission that delivers outstanding comfort and fuel economy.

Luca Biagini, Head of Iveco China, said at the press conference: “We aim to broaden and enrich the Iveco product line-up we offer in China by providing a full range of light, medium and heavy vehicles capable of fulfilling the growing requirements of the country’s transport businesses. In the light commercial vehicle segment, we are confident that the New Daily will be an excellent match with this market’s needs. In fact, when we previewed the New Daily in 2014 at the Guangzhou International Commercial Vehicle Exhibition, it attracted the interest of visitors and received excellent reviews from the industry.”

Robust, extremely light, comfortable and easy to handle, the New Daily is widely recognised for its superior strength and durability since the first vehicle left the assembly line in 1978. This excellent vehicle has met with success in every market it has entered, and in excess of 2.6 million Daily vans have been sold to-date in more than 110 countries worldwide.

New Daily is the third generation of this proven family of vehicles manufactured in Suzzara, Italy. 80 per cent of the components which comprise New Daily have been redesigned to achieve the perfect combination of tradition and innovation, whilst raising the bar for comfort, versatility and driveability.

The New Daily’s strong all-round package has already been recognised with multiple industry awards, including the prestigious International Van of the Year 2015 Award, which was presented at last year’s IAA Show in Hanover.

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



PRESS RELEASE

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 speciality 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://news.cision.com/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



<http://www.facebook.com/IvecoUK>



<http://twitter.com/ivecouk>



<http://www.youtube.com/iveco>



<https://www.flickr.com/iveco>

For more information contact:

Nigel Emms, Director, Brand & Communication

Iveco Ltd

Tel. +44 (0)1268 885911

nigel.emms@iveco.com

www.iveco.co.uk