

Iveco announces senior appointments to lead new business line structure

Basildon, November 9, 2015

Nick Pemberton has been appointed Director of the Truck Business Line, and Ian Lumsden Director of the Light Business Line at Iveco UK, as the company moves to align its product strategy with that of wider European operations.

Pemberton – formerly Key Account Fleet Sales Manager at Iveco UK – brings more than 30 years of experience in the commercial vehicle industry to the role, which sees him responsible for medium and heavy truck sales and marketing, with a focus on the company's Stralis and Trakker ranges and the latest generation New Eurocargo medium truck.

He will also spearhead product development activities, with the goal of exceeding customer and market requirements in the medium and heavy truck sectors, and will lead a dedicated team supporting Iveco dealers and customers around the country.

Lumsden's new role will see him steering sales and marketing activities for Iveco's extensive New Daily line-up – winner of the International Van of the Year 2015 award. The eight-year Iveco veteran brings a wide range of industry know-how to the role, having joined as National Dealer Sales Manager in 2007, before progressing to Commercial Logistics Director in 2011 and Marketing Director in early 2013.

Key targets for Lumsden's new role include further development of Iveco's retail activity in the UK light commercial vehicle sector, and expanding the company's nationwide dealer network coverage.

Commenting on the dual appointments, Iveco UK Managing Director Stuart Webster says: "The UK is a key market for Iveco, and we recognise the clear differences between medium/heavy and light commercial vehicle customers' requirements. The distinct business lines created through these appointments demonstrate our focus on providing first class customer support which is directly relevant to each sector.

"With Nick and Ian's appointments, we have two top Directors in place who combine extensive commercial vehicle industry experience with in-depth knowledge of Iveco, our products, our network and our target customer-base."



PRESS RELEASE

Both Pemberton, 57, and Lumsden, 48, will be based at Iveco UK's Basildon headquarters. Their responsibilities will span both the UK and Republic of Ireland.

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.

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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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