

10th May, 2019

## Iveco NZ joins Blues Super Rugby team as a major partner

Iveco NZ is proud to announce their partnership with the Blues Super Rugby team, as a major sponsor.

Iveco New Zealand is the importer, distributor and retailer of Iveco commercial vehicles for the New Zealand market. With 24 dealerships across New Zealand, their head office is based in Wiri with the recent development of an impressive flagship retail, service and parts facility.

The partnership was confirmed with the inclusion of Iveco's branding on the lower back of the team's playing jerseys for the rest of the season, and continue into the 2020 and 2021 seasons.

Iveco will also be aligned with new and exciting social media and at-game activations to engage with the fans, customers and the wider community from 2020.

The official launch of the partnership will take place at the Blues Captain's Run at Eden Park next Friday, 17<sup>th</sup> May, with Iveco NZ handing over the keys to an Iveco Daily Blue Power van to the team, with the message "Powered by Iveco".

### IVECO NEW ZEALAND

*IVECO New Zealand supplies commercial vehicles spanning the light, medium and heavy duty truck segments and, under the Iveco Bus brand, buses and coaches. The commercial vehicle range includes on and off-road models beginning with car licence vans, through to prime movers rated at up to 90 tonnes GCM. The Acco is developed and produced specifically for the Australian and New Zealand markets, complement Iveco's worldwide best sellers such as the Daily, Eurocargo, Trakker and Stralis. Iveco vehicles are ably supported by a dedicated network of 21 dealerships and service outlets strategically located nationwide, offering aftersales services that include extended warranties, roadside assistance and programmed maintenance contracts*

*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, offroad trucks, and vehicles for applications such as off-road missions.*

*Iveco employs close to 21,000 individuals globally. It manages production sites in seven 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 Iveco New Zealand: [www.iveco.co.nz](http://www.iveco.co.nz)*

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

*For further information about Iveco: [www.iveco.com](http://www.iveco.com)*

*For further information about Iveco Australia: [www.iveco.co.nz](http://www.iveco.co.nz)*

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