

The IVECO logo is displayed in a bold, blue, sans-serif font. A thin vertical line is positioned to the left of the text.The MAGNETI MARELLI logo consists of the words "MAGNETI" and "MARELLI" stacked vertically in a bold, blue, sans-serif font. The letters are slightly shadowed to create a 3D effect.

Iveco and Magneti Marelli After Market Parts and Services: two new spare parts ranges for light commercial vehicles

Magneti Marelli and Iveco have signed an agreement for the aftermarket distribution of two new product lines of spare parts for light commercial vehicles on the European market.

As of today, the two new spare parts lines, Value Line and All Makes, are available throughout Iveco's authorized European network; the two lines represent an important step for Iveco to ensure a comprehensive original spare parts product offering.

Specifically, Value Line meets the needs of the owners of older vehicles, with a short residual life span. All Makes, on the other hand, gives dealers the possibility to offer spare parts to customers with multi-brand fleets, an additional potential fleet of over 5 million light commercial vehicles in Western Europe.

Magneti Marelli will be supplying the complete range of products of the two lines, ensuring the highest levels of quality and making available its established expertise in the aftermarket segment, which includes know-how services and technical training as well as commercial assistance.

The new product lines feature a selection of high-demand products, including alternators and starter motors, shock absorbers, batteries, spark plugs, auxiliary and distribution belts, cabin air filters, motor filters, brake pads, wiper blades and bulbs. All orders can be placed through the Iveco Parts channels, and the spare parts come with a 12-month guarantee.

Iveco ensures the best assistance possible and provides excellent products and services based on an extensive service network made up of over 3,000 authorized dealers and workshops in Europe.

To emphasize the importance of the two lines, a launch event dedicated to Iveco's sales network was recently held at the Hilton Garden Inn Hotel in Somma Lombardo (Varese). During the course of the day, various speakers took the floor, including Dino Maggioni, President of CNH Industrial Parts & Services, and Pietro Berardi, CEO of Magneti Marelli After Market Parts and Services.

Iveco, a CNH Industrial company, designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as firefighting, off-road missions, defence and civil protection. Iveco employs over 26,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.

For more on Iveco visit: www.iveco.com

For more on CNH Industrial visit: www.cnhindustrial.com

Magneti Marelli designs and produces advanced systems and components for the automotive industry. With its 83 production units, 12 R&D centres and 26 application centres in 19 countries, about 36,900 employees and a turnover of 5.8 billion Euros in 2012, the group supplies all leading carmakers in Europe, North and South America and the Far East.. Its business areas include: Electronic Systems, Lighting; Powertrain, Suspension Systems and Shock Absorbers, Exhaust Systems, Aftermarket Parts & Services, Plastic Components and Modules, Motorsport. Magneti Marelli is part of Fiat Spa.

Magneti Marelli After Market Parts and Services is the commercial division dedicate to spare parts and workshops network. It distributes spare parts, automotive components and it offers training and technical know-how to the independent Aftermarket. Magneti Marelli thanks to a network of 4,000 authorized workshops, assists the drivers with products and technical services through the "Checkstar Service Network" concept and has a significant presence in 4 European countries (Italy, Spain, Germany, Poland), 2 in Latin America (Brasil, Argentina) and United States. It has an important network in over 80 countries as in Europe, Asia, America, Africa and Oceania.

For additional information: http://www.magnetimarelli.com/it/business_areas/after-market-parts-services

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