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IVECO renames to Iveco Group and launches new logo

In the lead-up to its spin-off from CNH Industrial in early 2022, IVECO has renamed to Iveco Group, and unveiled an innovative new logo that showcases the eight brands under the Group's ownership.

The new logo positions Iveco Group as the holding company, employing an understated design and restrained colour selection to portray a humble yet hard-working ethos, while the blue dot between 'Iveco' and 'Group' signals a bright future, focus on sustainability and balance.

Below this logo is the trickledown of the brands: IVECO CAPITAL, HEULIEZ, IVECO BUS, IVECO, FPT, IVECO Defence Vehicles, ASTRA and Magirus, which stand out with bolder colours giving each an individual identity.

At the core of the Group's companies are IVECO and FPT, two beacon brands that lead the way with their vast range of products and technologies; these are flanked by two IVECO bus brands, IVECO's defence vehicle arm, specialist construction and firefighting divisions, and the Group's finance arm.

Designated CEO - Iveco Group, Gerrit Marx, said that the brands showcase the Iveco Group's immense capabilities as a commercial vehicle manufacturer and developer of premium powertrain technologies for agricultural, construction, marine, power generation and commercial vehicle applications.

"Together, with their individual strengths and capabilities, I am confident that our brands will all work together to grow our business and reach our high ambitions," Mr Marx said.

"This Group name, logo and colour scheme will naturally replace the CNH Industrial name, logo, and colours in our perimeter and we will issue more detailed instructions and a timeline on how this is going to be carried out in the next months and throughout 2022. Contextually, I also want to reassure all of our customers, dealers, suppliers, partners and other stakeholders that there will be no business interruption throughout the spin-off process..."

President – Truck Business Unit IVECO, Luca Sra, said the new company name and logo was an important step towards a future as a major 'On-Highway' player.



PRESS RELEASE

“The choice of name and the design of the corporate logo make a strong statement about the rich and diverse heritage of its brands and the determination to take on the challenges of the future as a united team, with the strong backing provided by the Group,” Mr Sra said.

“As the completion of the spin-off approaches, we are proceeding with all the preparations to ensure there will be no disruption throughout the process and the transition as seamless as possible.

“We have high ambitions for the IVECO brand and business. Our industry is at a turning point, pursuing with increasing urgency solutions to address the climate change and air quality pressing issues. IVECO is at the forefront of these efforts; we have the know-how and technologies to lead the way in decarbonising the sector.”

See the inspiration for the new logo at the link below:

youtube.com/watch?v=ScTI8H9JZVs

IVECO Trucks Australia

IVECO Trucks Australia is a proud manufacturer and importer of commercial vehicles spanning the light, medium and heavy duty truck segments and also has a range of small to large buses. The commercial vehicle range includes on and off-road models from car licence vans through to prime movers rated up to 90 tonnes GCM and buses from 11 seats to 61 seats. The IVECO range of vehicles includes locally designed and manufactured models and is complemented by a range of imported models which are all designed and tested to meet Australia’s demanding operating requirements. The IVECO product range is extensive and includes Daily E6, Eurocargo, ACCO, Stralis, X-Way, Trakker and Astra models. IVECO vehicles are supported in Australia by a dedicated network of over 60 dealerships and parts and service outlets strategically located nationwide, offering aftersales services that include extended warranties, breakdown support packages and personalised maintenance contracts.

For further information about IVECO Australia: www.iveco.com.au

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