

## **Fiat Industrial Village opens in Torino**

The Fiat Industrial Village was inaugurated today, in Torino, the first multifunctional centre in the world of Fiat Industrial, made to sell, support and present the products of CNH, Iveco and FPT Industrial. The ceremony was attended by the President of Fiat Industrial, Sergio Marchionne, together with the Chairman of Exor and Fiat Spa, John Elkann, and numerous national, regional and city authorities, including the Undersecretary of State for Infrastructure and Transport, Bartolomeo Giachino, and the Mayor of the City of Torino, Piero Fassino.

The new facility, situated in the northeast part of the city, comprises an area of over 74 000 m<sup>2</sup>, of which 23 000 m<sup>2</sup> are covered with a large space dedicated to the display of vehicles and powertrains. There are points of assistance for after-sales and financial services and a large workshop capable of carrying out all levels of maintenance and repairs, using highly skilled technicians. Inside the complex, in the large showroom dedicated to the exhibition of vehicles, there is also an area showing technological excellence and innovative solutions that are the basis of the products of today and tomorrow. In addition, an area has been dedicated to a gallery that traces the historic evolution of industrial products of Fiat Industrial companies from the early years of the 20<sup>th</sup> century.

"This is a project which means a lot to us - said the President of Fiat Industrial, Sergio Marchionne - for various reasons having to do with business, but not only. Beyond business, which provides a centre of excellence for the purchase of, CNH, Iveco and FPT Industrial products and after-sales support services, this Fiat Industrial Village is a symbolic place that encompasses traits of the past, the present and the future of this company, also opening the gates of our factory and giving everyone the opportunity to approach, understand and test these vehicles and their engines. This is an initiative to reaffirm our commitment to Torino, by creating something new and different. "

The inauguration of the Fiat Industrial Village was also the occasion for the press launch of the New Daily, the latest evolution of the Iveco's light commercial vehicle. Substantially renewed in both appearance and technical content, the New Daily meets the requirements of outstanding performance and at the same time offers a reduction in fuel consumption and CO<sub>2</sub> emissions of up to 10% compared to the previous model.

Torino, 19<sup>th</sup> September 2011