

Action for Road Safety Partnership

Sustainability Forum 2013

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- Why Safety?
- Decade & FIA
- Action for Road Safety Initiatives

Every 6 seconds someone is killed or seriously injured on the world's roads. With 1.3 million road deaths each year this is a global epidemic comparable to Malaria or Tuberculosis. And like those killer diseases, road crashes prey on the young, the poor and the vulnerable. Yet by comparison to other global killers, road injury is utterly neglected.


*Mr David Cameron, Prime Minister of
United Kingdom of Great Britain and Northern Ireland*

Socially Responsible Investors

Socially Responsible Investing (SRI), also known as sustainable, is any investment strategy which seeks to consider both financial return and social good.

The evaluation criteria of Socially Responsible Investors are based on the belief that a sustainable company creates long-term value, because it is able to anticipate risks and opportunities arising from social and environmental changes.

SRIs invest in companies included in the main Sustainability Indexes (Dow Jones Sustainability Indexes (DJSI), Advanced Sustainable Performance Indices (ASPI), FTSE ECPI).



The Sustainability Report is the main tool by which SRIs can evaluate how sustainable a company is.



Customers Health and Safety is one of the main features of GRI-G4 (the last updated version)

Sustainability Process



CNH Industrial Media Communication

Technology

ABS SuperSteer™ system
Intelligent Trailer Braking system
Active Start/Stop system
Only manufacturer to have FOPS
(Falling Objects Protection System)

Operator comfort

CommandGrip™ handle
and Sidewinder™ II
armrest for intuitive operation
Horizon™ cab with 360° visibility
Auto Comfort™ seat and low
in-cab noise level to reduce fatigue
Air conditioning and climate control
to help concentration

Service and Maintenance

All service points easily reachable
from ground level
Powerful gas struts assisted
hoods and carters
Lots of tool-free operations
A unique maintenance
system
on Big Baler models



New Holland - A safer Working Environment Is a Top Priority

New Holland's commitment to meeting safety needs is three-pronged: technology, operator comfort and improved service and maintenance

P&S Safety Continues In After Sales

In addition, Iveco is committed to ensuring on-road safety with after-sale service and original spare parts, which assure optimal vehicle performance even after long hauls and very heavy use.



Choose ORIGIN 100% IVECO and be sure of

100% SELECTION

Iveco only approves rough materials complying with the most stringent quality standards.

100% RELIABILITY

Iveco only collaborates with selected Suppliers that can assure the highest quality level and certified design and production processes.

100% SAFETY

Iveco performs rigorous tests of reliability and durability before approving the parts.

100% PROTECTION

Iveco tags all incoming parts in the warehouses and traces the flow up to the destination workshop.

100% CUSTOMER SATISFACTION

Iveco can count on over 3.000 assistance points in Europe, constantly trained, truly reliable, customer care oriented.

Preventive safety systems

Information system, onboard comfort and signaling system risk, DAS (Driver Attention Support) which continuously monitors the driver's attention level, ACC (Adaptive Cruise Control), LDWS (Lane Departure Warning System) which provides an audible warning when the vehicle crosses highway lane markers without signalling, Hill Holder, Xenon Headlights, DRL (Daytime Running Lights).

Active safety systems

Steering, tires, brakes and their evolution as ABS, EBS+BAS (Electronic Braking System+Brake Assistant System) ESP (Electronic Stability Program), AEBs (Advanced Emergency Braking System), which warns the driver about an imminent collision and automatically activates the brakes.

Passive safety systems

Resistance cabin, rules on the steering wheel, restraint systems, airbags, "Rear And Front under run protection".

Telematic System

In conjunction with **Qualcomm**, the world leader in the telecommunications sector, Iveco has developed a fleet management system called IVECONNECT FLEET, which enables constant monitoring of the vehicle and its driver.



Iveco Pillars - Hi Safety & Hi Technology

Iveco commitment can be seen in the entire range of its products, which offer the most advanced preventive, active, and passive safety systems. The new Stralis Hi-Way is Iveco's standard bearer and showcases its technologies

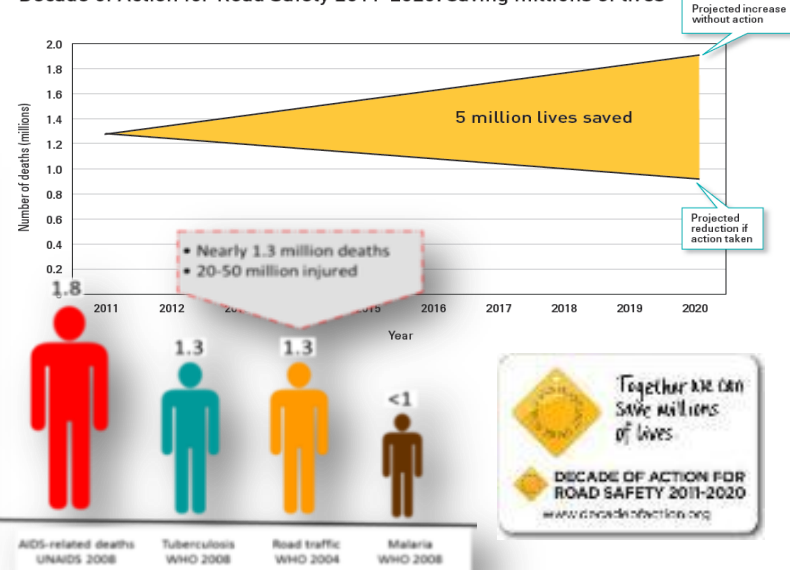
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FIA & Action for Road Safety Campaign



Action for Road Safety is a global campaign, launched by FIA in support of the United Nations Decade on action for Road Safety focusing the federation's resources on helping it's member organizations around the globe to educate and advocate for safer roads, vehicles and behaviors. The overall goal is to stabilize and then reduce the forecast level of road traffic fatalities around the world by the 2020. The campaign has received endorsements from heads of state, leaders and international opinion formers.

Decade of Action for Road Safety 2011-2020: saving millions of lives





FIA World Championships

FIA communicates safety campaign worldwide through Motorsports events

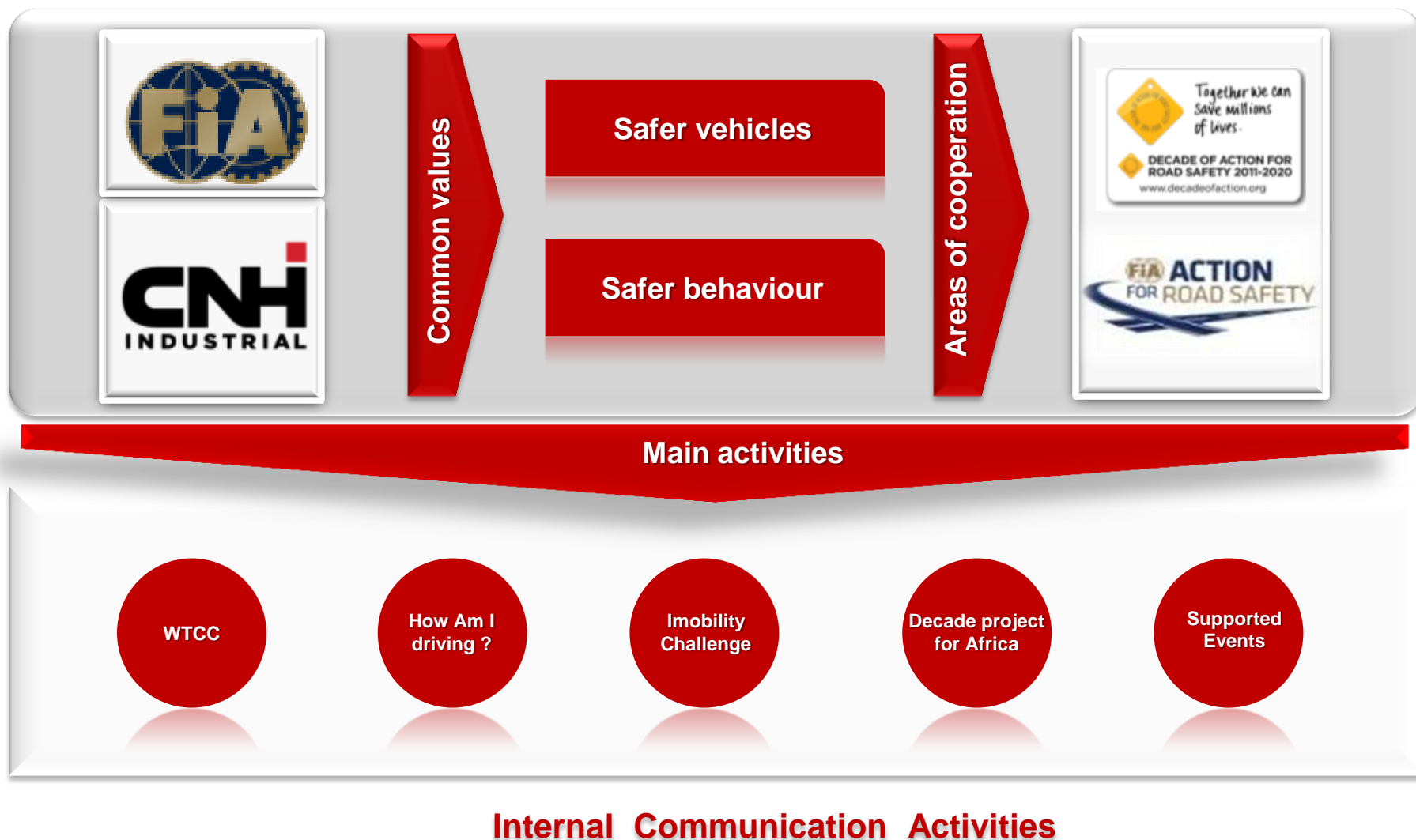


- ✓ Across 4 continents
- ✓ 600.000 spectators
- ✓ Over 500 million TV viewers
- ✓ 360° communication platform



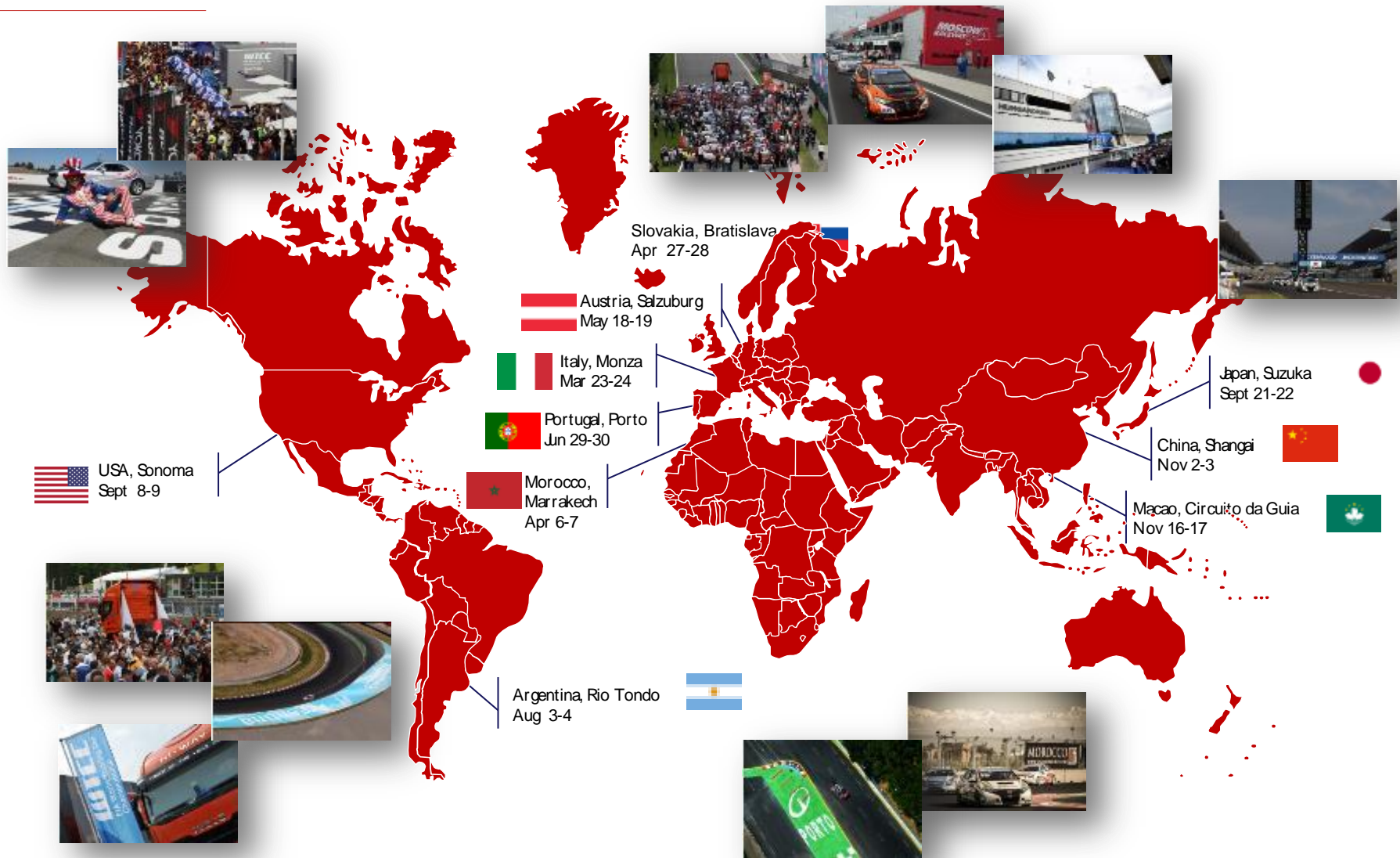
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FIA & CNH Industrial Partnership



WTCC 2013 Calendar

12 Events On 4 Continents, From March Until November



Partnership awareness



AfRS Communication Materials

Poster, Leaflet, Flyer, Card



CNH Industrial Media Communication

Brands Web Sites & Facebook Pages



Opportunity to communicate SAFETY
on our websites and social media

CNH Industrial Media Communication

e.g. P&S Advertising Campaign

P&S magazine to Customers with a special focus on safety and on our support to Action for Road Safety

PARTS & SERVICE NEWS
POWERED BY ORIGIN 100% IVECO



SAFETY

THE FIRST STEP TO PRODUCTIVITY

STAY SAFE ON THE ROADS THIS SEASON AND INCREASE YOUR PRODUCTIVITY. IVECO ORIGINAL PARTS HAVE THE SOLUTIONS THAT WORK.

ORIGIN 100% IVECO

4 FEATURE



THE TEAM
Iveco technicians guarantee top quality parts and professional help for optimal performance.

SAFETY

THE FIRST STEP TO PRODUCTIVITY

THE MAIN PREREQUISITE FOR VEHICLE OWNERS IS ALSO AN AID TO OBTAINING BETTER PERFORMANCES, GUARANTEEING TOP RELIABILITY AND PEACE OF MIND FOR DRIVERS.

A top concern for owners of commercial vehicles is ensuring that they are safe and reliable at all times and in the most challenging conditions. Four main families of components are key to meeting these challenges: brakes, shock absorbers, wipers and headlights. By paying close attention to each of them, owners can gain greater assurance of top results and therefore productivity.

The first step for safe driving is good braking, and commercial vehicle users' considerable pressure on their brakes. Discs and pads must be sufficiently resistant and long-lasting and also be able to react quickly to avoid the risk

of cracks and breaks. With short stop-starts, good performance can sometimes be hampered by corrosion which means that top quality materials are all-important. Good shock absorbers are not just good for cabin comfort but also for adherence and efficient braking.

Commercial vehicle windshields are subject to a wide range of problems, from issues in materials, and in the most extreme conditions. Using reliable, long-lasting, wiper blades brings good visibility and as a result safer driving. And finally, visibility in all light conditions is paramount in getting a vehicle safely to its destination. Headlamps must not only light the road brightly and clearly but also be perfectly weighted to prevent adverse weather conditions affecting a vehicle's lighting signature.

REDUCE RISKS WITH ORIGINAL PARTS AND REGULAR CHECK-UPS

Original parts certified ORIGIN 100% IVECO guarantee owner top results in all of these fields, using the latest design technology and the highest quality materials. With regular check-ups and the replacement of worn parts, vehicle owners can concentrate on their business, lowering their performance in the safest conditions.

PARTNERSHIP IVECO SUPPORTS FIA'S INTERNATIONAL ROAD SAFETY CAMPAIGN

IVECO is partnering the Fédération Internationale de l'Automobile (FIA) through its Action for Road Safety campaign, bringing awareness about the importance of safe and responsible driving.

Events will be present at all of the FIA World Touring Car Championship (WTCC) and a specially fitted Stralis, the world's first Safety Truck, competing the safety tag before each

ON THE ROAD:



FOR BEST BRAKING, ACCEPT NO IMITATIONS

CERTIFIED 100% ORIGIN IVECO BRAKE DISCS AND PADS OFFER:

- Optimal safety in terms of braking distance and ABS operation
- Constant performance over time with less changes
- Increased thermal conductivity and faster cooling
- High quality brake-liner composition
- No cracks, material wear and scoring
- High-adherence friction pair for safer braking

QUALITY YOU CAN TRUST:

ORIGIN 100% IVECO brake discs undergo 1,000 of bench tests in extreme conditions measuring wear, resistance to vibration and resonance frequency.

STAY SAFE THIS SUMMER WITH IVECO ORIGINAL PARTS

KEEP DRIVING SAFELY WITH LONG-LASTING, TOP QUALITY REPLACEMENT PARTS CERTIFIED ORIGIN 100% IVECO

BRAKE DISCS & PADS
Reliable, efficient braking with specially designed low-noise discs and pads. Includes wear sensor, brake wear indicators.

HEADLAMPS
Original high intensity discharge. X-series headlamp parts exceed all quality standards compliance targets.

FOR DAILY 35 S 3004/4071 €XXX and VAT

FOR IVECO DAILY 4X4 PICKUP €XXX and VAT

WIPER BLADES
New 7th Blade technology provides

SHOCK ABSORBERS
High quality materials to prevent

FIA ACTION FOR ROAD SAFETY

SAFETY IS ABOUT CHOICE. PLAY SAFE, CHOOSE THE ORIGINAL.



ORIGIN 100% IVECO

DAILY SUMMER CHECK UP 37 KEY PARTS CHECKED

STRALIS SUMMER CHECK UP 53 €X KEY PARTS CHECKED

SAFETY IS ABOUT CHOICE. PLAY SAFE, CHOOSE THE ORIGINAL.

ORIGIN 100% IVECO

CNH Industrial Internal Communication

Internal Communication

CNH Industrial Internal communication department invested a lot to Communicate safety as important element of the integrated company culture through the following activities:

Golden Rules Campaign:

- ✓ News in the Industry Post
- ✓ Posters and Totems
- ✓ Internal Contest
- ✓ Intranet News and articles in Internal Publications



52 safe driving course for employees



250 employees have been invited to Monza, Salzburg, Moscow, Shanghai events

I-mobility

This is a high-level technology demonstration day that took place at the Valkenburg airstrip (close to The Hague). Participants have had a chance to take the driver's seat and experience a diverse variety of technologies, systems, services & actual deployment examples in the field of intelligent mobility. In particular the event had been divided into four areas: Sustainable & Energy Efficient mobility, Cooperative systems, Smart mobility, Safe mobility. CNH Industrial participated with an Hi Way Iveco vehicle, with Iveco Connect and Safety Devices (static demonstration), with the NH AG Tractor in the “Eco Driving Experience Track” for the test drives (dynamic demonstration).



CNH Industrial Initiatives

Supported Events

Sleep
Stop, Take
Your Time

The aim of this initiative is to inform and increase the awareness among drivers on issues related to sleep (excessive daytime sleepiness, respiratory disturbance in sleep, insomnia, restless leg syndrome) and the consequences of an improper driving behavior. With the collaboration of the Reference Center for Piedmont Region Sleep Disorders, the Italian Association of Sleep Medicine (AIMS), the Division of Neurology (Civil Hospital of Aosta) and the Division of Pulmonary Rehabilitation 'has been studied a screening questionnaire designed to identify possible sleep disorders in the drivers who voluntarily submit it to the test. The test will be completely anonymous and free. All project has been supported by Iveco who put at disposal a Stralis equipped with a medical devices and positioned at the truck park Les Halles d'Aoste (preferential stop place for heavy vehicles in transit to and from the Mont Blanc Tunnel).



CNH Industrial Initiatives

Projects for Africa



Road Show

Iveco Daily Road Show in Southern Africa is a travelling exhibition in order to increase vehicle visibility and to meet customers and prospects

Road Show Objectives:

- ✓ Raising awareness on Road Safety & Sustainability
- ✓ Promoting Iveco brand reinforcing the daily image and product strength
- ✓ Exploiting Southern African Network new opportunities
- ✓ Flyers about Safety will be distributed during the travel
- ✓ 16 Launch Events in 16 Iveco Dealers (more than 11.000 km covered)
- ✓ 6 countries involved (South Africa, Swaziland, Mozambique, Zimbabwe, Botswana, Namibia)
- ✓ 45 travel days expeditions during August and September 2013



Key Message on Road Safety & Security in line with
Action for Road Safety and
FIA Golden Rules



Safe School

Safe Schools project's aim is to increase pedestrian safety for children on their journey to and from school, through infrastructure safety assessment and improvement, road safety education and training, and local community outreach



“Road accidents are the biggest killer of young people in the world...it's a burden on the poorest countries, the poorest families.” *Anthony Lake Executive Director, UNICEF*

“We can not afford to pay the price of road crashes with young lives.” *Margaret Chan Director General, WHO*

Key goals:

- ✓ assessment and star rating of school environments
- ✓ providing demonstration infrastructure improvements
- ✓ working with local community to advocate for sustained policy change
- ✓ providing school-based training and awareness raising to effect road safety cultural change



Projects for Africa

Transaid

Transaid is an international development charity which identifies, implements and shares local transport solutions to improve access to basic services and economic opportunity for people in Africa and in developing countries. Transaid was founded by Save the Children and The Chartered Institute of Logistics and Transport.

“Transaid is working to make an impact in the following key areas:

- ✓ Access to health
- ✓ Livelihoods
- ✓ Road safety
- ✓ Environment



Mission:

Promoting professional driver training standards and develop driver training programmes, in partnership with the Industrial Training Centre Trust (ITCT), to improve driver competence, road safety and the efficient use of vehicles.

Iveco supports Transaid's Professional Driver Training Project in Ghana



CNH Industrial Initiatives

How Am I driving ?

How
I'm
driving

In the USA several transport companies are using «Safety hotlines» programs to trace erratic or fair behavior of drivers. Programs are generally used by companies with fleet vehicles identified by company logos or markings.

The services offered by the «Safety hotlines» are:

- ✓ 24h/24h data collection
- ✓ Real time information forwarding to customer
- ✓ Reporting



The possible benefits for customers are:

- ✓ Reduction in crashes and consequent reduction of insurance costs
- ✓ Maintenance costs and fuel costs reduction
- ✓ More effective training programs on road safety based on real cases

CNH Industrial is defining pilot cases of this initiative in Italy and France involving its best customers
veco supports Transaid's Professional Driver Training Project in Ghana

Some data*

- ✓ 22% crashes reduction
- ✓ The average fleet can expect about two to three complaint reports out of 100 vehicles per month
- ✓ Only 10% of drivers receive more than one complaint