

## IVECO appoints Emmet Wrafter as Light Business Line Director

Basildon, July 19, 2017

IVECO has appointed Emmet Wrafter as Light Business Line Director, with responsibility for its multi-award-winning Daily light commercial range in the UK and Ireland.

Wrafter, 39, grew up watching his father run a haulage company, before entering the automotive industry himself with dealer sales roles at Citroën in 2003, and Audi in 2004. A year later he set-up his own dealership, Wrafter Motors, which he ran successfully for six years before joining the Ford Motor Company's European commercial vehicle product marketing team in 2011.

During his five years at Ford, Wrafter took on roles including Direct Fleet Sales Manager, National Account Manager and Dealership Zone Manager. He left Ford in February 2016 to become Director of Tactical Sales & Stock at LeasePlan, before accepting the position with IVECO.

Wrafter says: "After roles in retail, fleet and leasing, it's the perfect chance to bring all of my skills and experience together with a brand and a model range which offers significant growth potential. The UK is moving more freight on small to medium sized vans than ever before; the dynamic of the market is changing, and I don't believe there's another manufacturer as best placed to respond."

Looking ahead, he adds: "From the biggest 3.5 tonne panel van on the market, to the new 7.2 tonne chassis cab models – IVECO is developing the right products to meet customer needs. When you consider the opportunities for Daily Natural Power and Daily Electric as well, it's a really exciting time to be joining IVECO and CNH Industrial."

Wrafter will be based at IVECO's UK headquarters in Basildon and will report to Stuart Webster, IVECO UK & Ireland Business Director.

Prior to his first role in the automotive sector, he gained a Masters in Business Studies, Management & Organisational Systems from the Smurfit Business School at University College Dublin. He also completed two years PhD research in Commerce and Management Consultancy at the National University of Ireland, Galway.



PRESS RELEASE

IVECO's latest generation Daily Euro 6 family of products has won a series of major awards in the UK in recent months, including Large Van of the Year at *What Van?* Awards 2017, and Best Light Truck in the 2017 *Fleet World* Honours.

## IVECO

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

*The brand's wide range of products include the Daily, a vehicle that covers the 3 – 7 tonne vehicle weight segment, the Eurocargo from 6 – 19 tonnes, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tonnes. In addition, the IVECO Astra brand builds off-road trucks, rigid and articulated dumpers as well as special vehicles.*

*IVECO employs close to 21,000 individuals globally. It manages production sites in 7 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.*

To download supporting imagery: <http://gk.news/IVECO>

For further information about IVECO: [www.IVECO.com](http://www.IVECO.com)

For further information about the IVECO dealer network: <http://www.IVECO-dealership.co.uk>

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



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For more information contact:

Lisa Fuller, Brand Marketing and Communications Manager

IVECO Ltd

Tel. +44 (0)7740 448110

[lisa.fuller@IVECO.com](mailto:lisa.fuller@IVECO.com)

[www.IVECO.co.uk](http://www.IVECO.co.uk)