

## IVECO BUS launches new BUSMASTER website

*As part of its BUSMASTER programme, IVECO BUS has launched a brand new [website](#) which offers customers a wide range of vehicle bodies for its Daily and Euromidi chassis.*

Basildon, March 30, 2017

IVECO BUS has launched a new pan-European website ([www.busmaster.com](http://www.busmaster.com)) allowing BUSMASTER-accredited bodywork manufacturers to present their full range of bodywork and conversion solutions directly to fleet operators. From launch, more than 80 options have been uploaded to the new site.

Available in five languages (English, French, Italian, German and Spanish), this new platform provides a simple online search capability using three criteria: application (city, intercity, tourism & school transport), passenger capacity and geographical area.

The variety of solutions offered is the key to BUSMASTER's success. The site presents a wide range of IVECO BUS minibuses: from distinctive touring vehicles for shuttle and VIP transfer services to minibuses for city and intercity transport, as well as school transport vehicles with high passenger capacities. This range has been optimised to meet the needs of the widest variety of passenger transport operators.

Customers benefit from having access to a single website which features all available bodywork options in a single location, providing direct contact details for all BUSMASTER-accredited bodywork partners.

Members of the BUSMASTER programme enjoy full access to the platform for sales, advertising and marketing opportunities, plus they can liaise closely via the site with IVECO BUS on an international level, sharing and exchanging information at any time.

IVECO BUS developed the BUSMASTER programme to enable close collaboration with the bodywork designers best equipped to meet the needs of different international markets and provide high-quality technical assistance and aftersales service. The launch of the BUSMASTER scheme highlights IVECO BUS' long-term commitment to this sector.

### IVECO BUS

IVECO BUS is a trademark of CNH Industrial N.V., a world leader in capital goods listed on the New York Stock Exchange and the Milan Stock Exchange.



A major player in the public transportation sector and one of the leading vehicle manufacturers in Europe, IVECO BUS designs, manufactures and sells a wide range of vehicles that precisely meet the needs of private transport companies and public transport authorities:

- School, intercity, route and touring buses (Crossway and Magelys)
- Standard and articulated buses and their BRT (Bus Rapid Transit) versions, including proven leadership in NGV and Hybrid clean technologies (Urbanway and Crealis)
- Minibuses meeting all passenger transportation needs (Daily)
- Bodies for specialized bodywork designers.

IVECO BUS employs over 5,000 people and operates two factories, located in Annonay, France and Vysoké Myto, Czech Republic, which were both awarded bronze medals in 2013 within the framework of WCM (World Class Manufacturing), an international methodology for the management of manufacturing processes according to the highest global standards. An extensive network of IVECO BUS and IVECO service points provides assistance anywhere IVECO BUS vehicles are operated.

For more information on IVECO BUS, visit [www.iveco.com](http://www.iveco.com)

For more information on CNH Industrial, visit [www.cnhindustrial.com](http://www.cnhindustrial.com)

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