

THE OFFICIAL SECOND LINE OF PARTS FOR OLDER IVECO VEHICLES.

Distributed exclusively by Authorised
IVECO Dealers.



NEXPRO. DEALER SALESMAN GUIDE.

 **NEXPRO**
by **IVECO**

IVECO. ALWAYS ORIGINAL.

Genuine Parts HIGH PERFORMANCE



GENUINE Parts are originals, hence their name. High quality and accuracy are crucial to maximise the vehicle performance. Your customers will be delighted to benefit from:

- + Top TCO (Total Cost of Ownership)
- + Maximum reliability
- + Minimisation of the risk of failure
- + Optimum vehicle performance
- + Higher resale value

Reman Parts REMANUFACTURED



REMAN Parts are the perfect solution to reduce the downtime of vehicles. These remanufactured parts can be fitted immediately as a quick and efficient alternative to extensive repair work.

- + Quicker repairs
- + Best in class quality process, using the same specs as Genuine Parts
- + 2 year warranty on all Reman Parts (when bought and fitted through an authorised IVECO dealer).

Accessories



ACCESSORIES – MY IVECO. MY WAY.

Give your customers the chance to get a unique vehicle to meet their specific needs and preferences. Day after day, they will appreciate and benefit from:

- + Improved design
- + Increased comfort
- + Enhanced safety



NEXPRO
by IVECO

NEXPRO. THE OFFICIAL SECOND LINE OF PARTS FOR OLDER IVECO VEHICLES.



NEXPRO
by IVECO

IVECO's road champions come in for their annual health check year after year, and yet their priorities change over time. As the vehicles get older, customers are becoming increasingly keen to choose more affordable aftermarket parts, rather than originals. This customer behaviour created a gap in our product offering; our new product line aims to address this gap, providing the final building block of our complete product range.

NEXPRO by IVECO.

Because NEXPRO Parts offer a solution matching the quality of Genuine Parts, customers looking for repair services that reflect the actual value of their vehicle will be positioned well ahead of the aftermarket competition. Give your customers IVECO's reliability and quality with our second line product offering, and keep them away from the aftermarket competition.

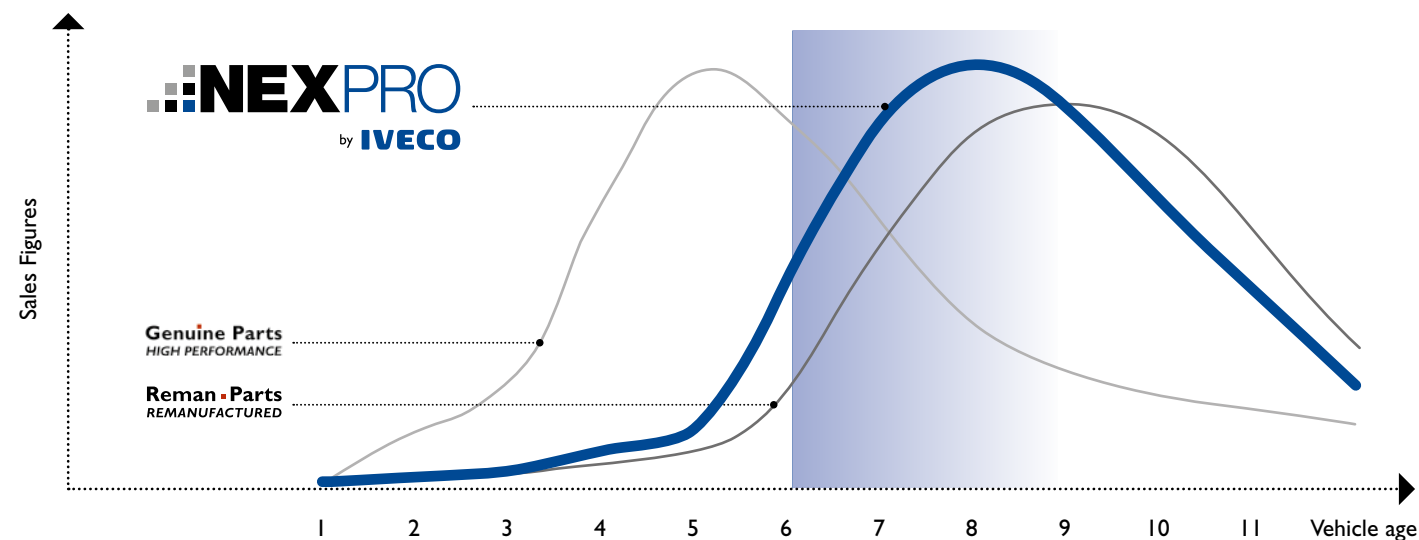
Help your customers reach the finish line:

- + Parts adapted to the age of the vehicle
- + Value of the vehicle maintained
- + Same warranty as Genuine Parts
- + Reliability and quality





NEXPRO. OPTIMISING THE SALES CURVE OF OUR PRODUCT OFFER.



THERE'S A TIME FOR EVERYTHING.

Our market analysis clearly shows that the actual value of the vehicle plays an important role in the selection of replacement parts. IVECO customers who opt for Genuine Parts will benefit from high performance and readiness to face the road, while NEXPRO Parts target customers can opt for affordable replacement parts, in

order to optimise the total cost of ownership for the rest of their vehicle's life. Thanks to the product range proposed by IVECO, you are well prepared to meet customers' needs across the entire life cycle of their vehicle.

BRING LONG-RUNNING ROAD CHAMPIONS BACK ON TRACK.

Genuine Parts HIGH PERFORMANCE



Our Genuine Parts offer premium quality to guarantee the long term performance of the vehicle. Therefore, they play an essential role in our global product offering, particularly during the first six years of the vehicle's life.

Reman-Parts REMANUFACTURED



Even after a long time on the road, there's no need to worry about road champions getting worn down. Our Remanufactured Parts offer an affordable and eco-friendly alternative for the same quality level as Genuine Parts.



NEXPRO by IVECO

With a solution tailored to the actual value of older vehicles and focused on optimised Total Cost of Ownership (TCO), NEXPRO Parts offer an outstanding price/performance ratio. This means that you'll be in a very good position to meet your customers' need.

NEXPRO. READY FOR YOUR SUCCESS.

LESS HASSLE.

NEXPRO Parts make searching for more affordable replacement parts easier. With NEXPRO, you'll switch over to IVECO's clever one stop shop system. This way, you'll save a lot of time, not to mention a great deal in terms of processing costs.

MORE FOCUS.

What is the market need? How can we find a solution that will be mutually beneficial? This is where NEXPRO comes in, and thanks to its unique benefits, NEXPRO certainly provides a convincing answer.



COMPETITIVE PRICING

Now you have the power to compete with the aftermarket competition with competitive prices while still securing your Genuine Parts margin.



SAME WARRANTY

Your customers benefit from the same warranty as IVECO Genuine Parts, applicable worldwide.



IVECO QUALITY

NEXPRO offers a unique solution when it comes to replacement parts fitting the value of the vehicle – guaranteed by IVECO.



SECURED DEALS

Use NEXPRO to enhance your chances of closing sales and generating attractive margins.



STRONG DEMAND

Retain long-term customers and get back “second step” customers to your reliable service.



STRONG ARGUMENTS FOR A STRONG BUSINESS PROPOSITION.



- + A solution that reflects the market need and actual value of the vehicle, applicable for older IVECO vehicles.
- + Price attractiveness over Genuine Parts.
- + Manufacturer warranty to accompany the vehicle in its remaining years.
- + Customer retention throughout the entire vehicle life's cycle.
- + Attractive sales margin.



POTENTIAL FOR SUCCESS. ADAPTATION TO THE MARKET RUNNING PARK.

WHAT IS THE CURRENT MARKET NEED?

Customers behaviour is changing; it's important to be prepared. Many price-conscious owners of IVECO vehicles are currently wondering: What is the appropriate investment for these road champions as they are getting older? The market is thus ready for NEXPRO.

MORE THAN YOUR CUSTOMERS EXPECT.

With NEXPRO by IVECO, you have strong selling arguments by your side, such as the price positioning reflecting the value of vehicles for the remaining years of their life's cycle. NEXPRO offer completes and adds value to the overall IVECO Parts range; use it as a key benefit to propose to your customers the right part, with the right price, at the right time. The service becomes more affordable and reliability remains the same.



STRALIS

20,000-vehicle fleet in Africa & Middle East (vehicle older than 5 years)

NEXPRO
Vehicles older than 5 years



EUROCARGO

5,500-vehicle fleet in Africa & Middle East (vehicle older than 5 years)

NEXPRO
Vehicles older than 5 years



DAILY

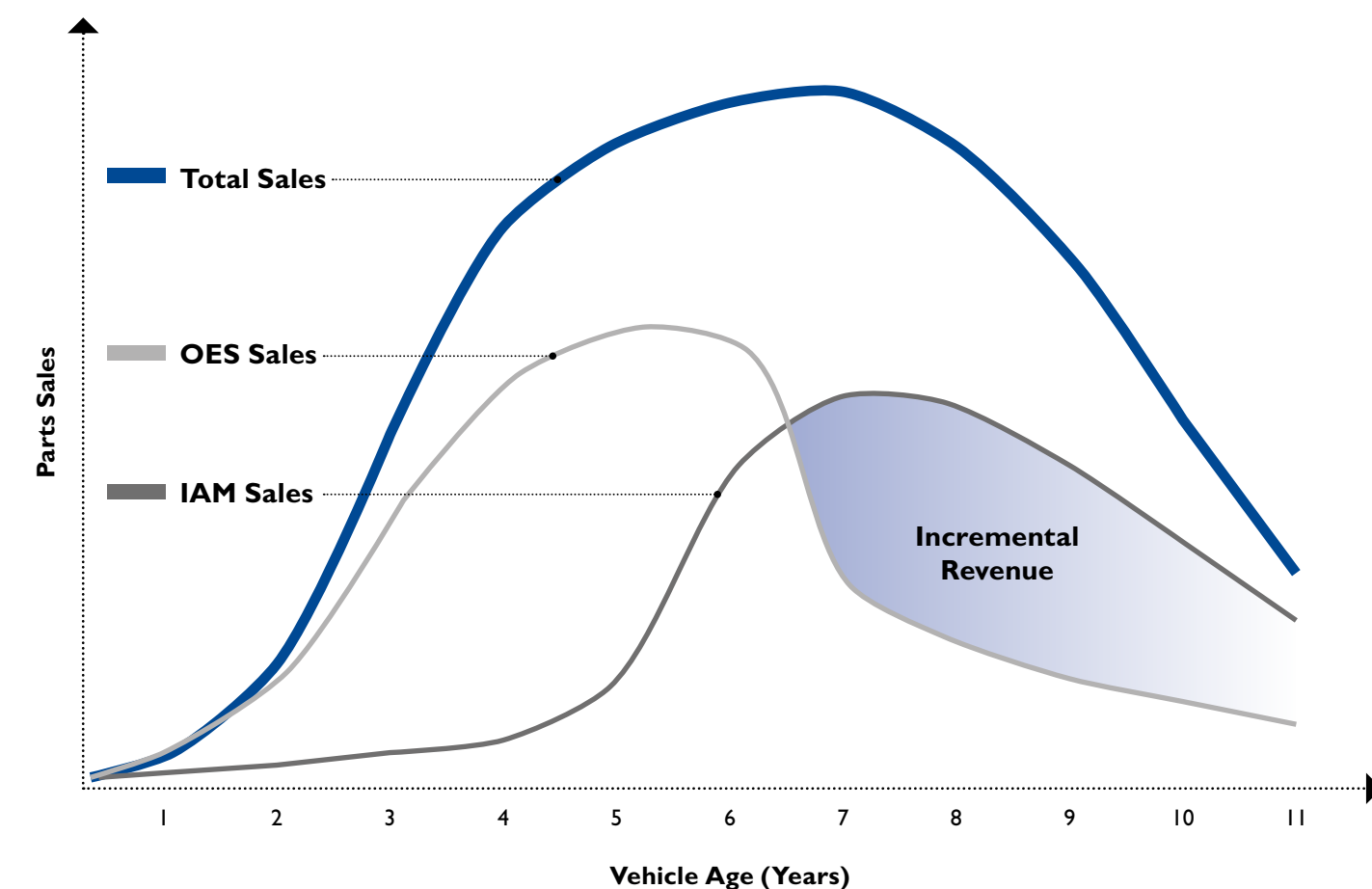
13,600-vehicle fleet in Africa & Middle East (vehicle older than 5 years)

NEXPRO
Vehicles older than 5 years

IMPROVE YOUR TURNOVER BY CONVERTING PROSPECTS.

COMPETE WITH THE AFTERMARKET PLAYERS WITH NEXPRO.

Independent aftermarket penetration increases above EOS between 5-8-year-old vehicles. NEXPRO provides you with the opportunity to position yourself against the aftermarket. Thanks to this new product range, you can convert prospect customers – who are currently buying from aftermarket competitors – and bring them to your dealership, increasing your revenue.



NEXPRO. THE PRODUCT RANGE.



FILTERS
With 29 different references, the new NEXPRO range offers a wide selection of:

- + Air filters
- + Oil filters
- + Fuel filters

29 PN



BRAKES
48 solutions available – all ECE-R-90 certified:

- + Brake discs
- + Brake shoes
- + Brake pads

48 PN

PRODUCT RANGE

RELIABLE PRICE.

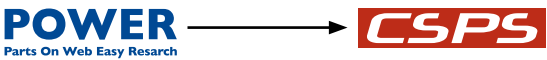
NEXPRO Parts offer the same level of quality and safety as Genuine Parts. Both product lines are aligned with IVECO industry and safety standards. For example, all brakes parts are ECE-R-90 certified. The price positioning of NEXPRO is explained by the reduced durability of parts. As vehicles are getting closer to the end of their life's cycle, this adaptation is relevant and logical.

DURABILITY DIFFERENCE.

Adapted durability at a lower price for older IVECO vehicles: this difference remains consistent and is still an attractive aspect of the product. Two examples: Air and Fuel filters need to be replaced approximately three months earlier compared to Genuine ones. With Oil filters, the interval to change the oil is also reduced by two to three months.

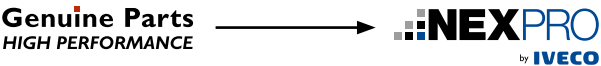
SIMPLY SELECT AND ORDER

Even if the product line is new, the ordering process and logistic management remain the same. You can follow the usual process to order NEXPRO Parts. You can find NEXPRO Parts information via POWER and process your order using CSPS.



CLEAR COMPARISON.

When you are looking for the best solution for your customers, you will always be able to make the right choice: POWER automatically shows the equivalent Genuine Part next to the NEXPRO product and vice versa, when applicable.



NEXPRO. ON THE STARTING LINE FOR 2019.

The NEXPRO range is improving continuously and more products will soon be launched to meet your customers' need. The next step is to improve the current product offering by the end of the year, including an enhanced filter and brake range.



NEXPRO OR GENUINE PARTS? HOW TO PROPOSE THE RIGHT PART AT THE RIGHT TIME.



The customer needs to replace wearing parts.

The customer is looking for quality and durability.

The customer is looking for an affordable quality solution and the vehicle is older than 5 years.



Offer
Genuine Parts

Genuine Parts
HIGH PERFORMANCE



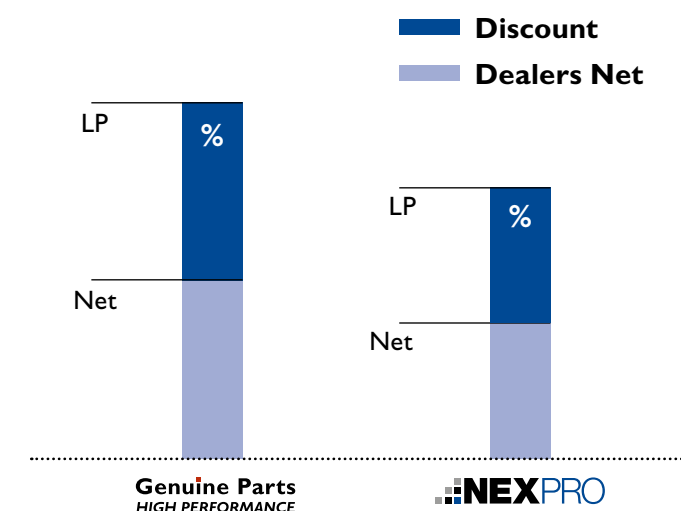
Offer
NEXPRO Parts

NEXPRO
by IVECO

WIN THE POKER GAME.

A price reduction is always more appreciated and customer-friendly than going up in price. Should the customer present you a price from an independent aftermarket competitor, you'll already be prepared with an Ace up your sleeve: NEXPRO.

The discount for NEXPRO Parts is the same than the equivalent Genuine Parts. You can then use this flexibility for price-oriented customers.



THE CUSTOMER IS YOUR COMPASS.

Once the two options are brought up during the conversation, the customer won't purchase from an aftermarket competitor. You simply need to understand what are your customers' requirements and they will guide you to the right direction.

The IVECO Genuine Parts customer:

- + Has a new vehicle
- + Prioritises durability
- + Is interested in resale value

The NEXPRO Parts customer:

- + Has an older IVECO vehicle
- + Prioritises affordability
- + Requires quality reflecting the current value of the vehicle



GET STARTED WITH THE WEB ACADEMY.

Whether you're looking to learn more about the product details, sales strategies or assembly instructions, our Web Academy will turn you into a **NEXPROfessional** thanks to dedicated online sessions. Register now and enrol to your training program!



- + Take Part
- + Learn
- + Get Certified!

NEXPRO. HOW TO GIVE YOUR SALES LAUNCH THE GREEN LIGHT.

A PERSUASIVE MIX OF ARGUMENTS TO CONQUEST NEW CUSTOMERS.

You can make your customers aware of the benefits of NEXPRO right now, thanks to our attractive flyers, posters and merchandising items.

TARGETED ACTIONS FOR YOUR CUSTOMERS.

Alongside our informative materials, we will work with you to create personalised, promotional communications, detailing offers tailored to your business. Please do not hesitate to contact your PSM for more information on how to further promote NEXPRO to attract even more sales.



DOWNLOAD YOUR MARKETING MATERIALS NOW ON BUSINESS CONNECTION



PROMOTIONAL ADVERTISING AND MERCHANDISING CAN BE PRODUCED FOR SPECIFIC CAMPAIGNS AND ACTIONS



 **NEXPRO**

by **IVECO**

