

FPT INDUSTRIAL ADDS A NEW DISTRIBUTOR TO ITS NETWORK IN TÜRKIYE, SIGNING AN AGREEMENT WITH ANADOLU TRAKTÖR MAKİNA

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FPT Industrial, the Iveco Group brand dedicated to the design, production, and sale of powertrains and solutions for on- and off-road vehicles, as well as marine and power generation applications, is proud to **be expanding its distributor network in the EMEA region**. The brand has, indeed, signed an agreement with **Anadolu Traktör Makina**. The Istanbul-based company, part of **Yücesan Group**, is now an FPT Industrial official distributor for Türkiye.



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With extensive experience in the market dating back to 1959, Anadolu Traktör Makina will contribute to the growth of FPT Industrial in Türkiye, a country with a large engine market. Already an authorized spare parts dealer, the company will be responsible for sales and service in the on-road, off-road and power generation segments.

Andrea Arcuraci, Head of Sales EMEA Dealers at FPT Industrial, commented: *“Türkiye has long been a market we have been particularly focused on. The inclusion of Anadolu Traktör Makina in our distributor network is a strategic step towards further strengthening the brand’s*

presence in the country. With this addition, we will be able to stand alongside our customers even more, better meeting their needs and requests, whatever segment they operate in."

Refik Yücesan, Vice President of Yücesan Group, stated: *"We are proud to open this new chapter with FPT Industrial, and we are ready to support them in addressing the needs of Turkish customers, both existing and new. Thanks to strong developments in the infrastructural and industrial landscape in Türkiye, the demand for sustainable, reliable, and high-efficiency solutions is growing across all sectors. Starting today, we are ready to make FPT Industrial's solutions a key part of our offerings."*

Indeed, Türkiye represents a strategic market for FPT Industrial, with a rapidly growing engine sector for industrial, on-road and off-road applications. With strong demand for reliable and high-performance solutions, FPT Industrial is well-positioned to support key OEMs and local operators with reliable and efficient engines that comply with current emission standards. Anadolu Traktör Makina will contribute to meeting this demand by providing local support and a comprehensive engine offering, ranging from compact engines to high-performance solutions.

The new official distributor's mandate will also include a set of solutions from **FPT Industrial Customer Service** to support the customer throughout the entire engine life cycle, enhancing performance and optimizing repair and maintenance processes.

Marcello Siano, Head of FPT Industrial Customer Service EMEA Commercial, commented: *"The inclusion of Anadolu Traktör Makina in our distributor network is a major milestone in reinforcing our commitment to top-tier customer service in Türkiye, offering a tailored MyFPT portfolio of products and services designed to meet the specific needs of each customer."*

Building on this commitment, FPT Industrial Customer Service leverages advanced onboard telematics and a state-of-the-art Control Room system to provide real-time engine monitoring, remote diagnostics, and predictive maintenance, helping customers optimize performance, improve efficiency, and reduce downtime. In addition, FPT Industrial ensures long-term reliability by offering genuine spare parts, high-quality fluids, and original remanufactured solutions. These offerings are complemented by a customizable extended warranty, which provides customers with protection and peace of mind, knowing that their equipment will continue to perform at its best over time.

***FPT Industrial** is a brand of Iveco Group N.V. (EXM: IVG), dedicated to the design, production, and sale of powertrains and solutions for on- and off-road vehicles, as well as marine and power generation applications. Over 8,000 people across ten production sites and ten R&D centers work for FPT Industrial all around the world. Active in nearly 100 different countries, its global sales and its Customer Service department supports all Brand customers. The extensive product offering includes six engine ranges with power outputs from 30 hp to over 1,000 hp, transmissions with torque up to 500 Nm, and front and rear axles from 2.45 to 32 tonne GAW (Gross Axle Weight). FPT Industrial offers the most complete line-up of natural gas engines for industrial applications on the market, with power outputs ranging from 50 to 520 hp. A dedicated ePowertrain division is accelerating the path towards net zero-emissions mobility, with electric drivelines, battery packs, and battery management systems. This extensive offering, and its strong focus on R&D, makes FPT Industrial a world leader in industrial powertrains and solutions. For more information, visit www.fptindustrial.com.*

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