Communicating the world and proposals of an international company such as CNH Industrial is a delicate challenge. Here at the Industrial Village we are advantaged because the communication starts from the moment when the visitor crosses the entrance of the showroom; interactive communication carried out directly by the multibrand products present, on display and made available to the customer!

In addition, as can be seen from the contents of this interesting new issue of BIG, we have an additional benefit from the IVECO ORECCHIA dealership, present at the Industrial Village in respect for the mandate and family feeling of the parent company: a completely innovative joint venture created to improve customer relations through the more targeted and coordinated management of sales and after-sales processes - of both new and used vehicles – with a view to a winning solution, which has made it possible to render the sales team even more responsive to customers’ needs.

BIG will keep you informed about the latest news relating to the CNH Industrial Demo Area dedicated to construction machinery; some information on the OM 1:25 model - the beautiful antique making a fine show of itself at the entrance to the Historical Gallery - and a short preview of “Village in Festa”, an event that will take place at the Industrial Village in October.

As usual, we propose the Big Interview, dedicated in this issue to Paolo Orecchia, CEO of IVECO ORECCHIA; the roundup of events held at the Village in the first half of 2016, and part dedicated to products in the form of the ASTRA vehicle of the HD9 Euro6 range.

It only remains for me to wish you a pleasant read and invite you to visit the CNH Industrial village.

Mauro Veglia
CNH Industrial Senior Vice President
EMEA Customer Care & Support
On 19 January, 2017, CASE Construction Equipment presented its new line of C Series mini-excavators - 6 models from 1.7 to 6.0 tonnes - which will be further expanded in the course of the year. The vehicles in the range - deriving from the brand’s alliance with HHI - present a wealth of features, superior performance, and high comfort and safety, for sector-topping productivity. The four CASE models - under 5 tons - are assembled at San Mauro Manufacturing Plant for the global market.
The press conference was held at the Industrial Village in Turin, where the media were given a glimpse of the huge resources CNH Industrial employs to support its customers in their quest for efficiency and reliability. During the event, in addition to attending the press conference, journalists were able to observe equipment performance and sit at the controls of CASE machines: testing digging power, experiencing the comfort of the cabins and, above all, appreciating the productive capacity of the machinery! The demonstration tests were carried out in the new demo area of CNH Industrial, entirely given over to the testing of construction equipment.

The Demo Area of the CNH Industrial Village covers an area of 11,645 sq.m. where IVECO and ASTRA-produced earthmoving equipment and off-road commercial vehicles can be tested. It took about three months to prepare and it was inaugurated on the occasion of the launch of the new line of CASE C-Series mini excavators.
The legendary OM 35-40 R tractor of the 1950s on a 1:25 scale, complete with thresher baler connected by belts to the tractor, which in turn set in motion all the gears of the thresher: the grain came out one side where it was collected and packed in jute bags, while the straw came out of the bottom for pressing by the front of the machine to create the bale.

Former employees, now IVECO pensioners, the possessors of OM’s historical memory, have reported that the idea of building this wonderful agricultural ‘triptych’, this perfect reproduction of the original concepts, occurred to a group of employees of the Suzzara company called “modellers” more than forty years ago. These young resources who were training to become workmen were assigned to the reproduction in miniature of the models actually produced by the Officine Meccaniche in the early Fifties. For a modellist to search for and find the documentation of the real thing was always a remarkable undertaking. The OM model can be considered unique of its kind, one of those works that only Italian skill and ingenuity are able to bring to fruition. The materials used are wood, iron and brass, all assembled by tin soldering. To create such a meticulously defined model nothing was left to chance: it took the maintenance book of the original machine, because the quantity of components and assembly method is the same. Everything was built with a lathe and a bench cutter.
For many years this masterpiece remained on display in IVECO Suzzara plant, in the management offices of the old headquarters of Viale Zonta (today the main offices are in Via Allende).

In 2016, Iveco decided to donate all three units of this beautiful antique to CNH Industrial Village, and it is currently being exhibited in a showcase at the entrance to the Historical Gallery.

The restoration work on the OM Triptych was assigned to the Italtecnica company of Cambiano, which had already done restoration work on some of the historical vehicles on display today in the Historical Gallery of CNH Industrial Village. The owner of the company, Ezio Taverna, assigned to the restoration of the model one of his most skilled employees, Mario Cavanio, who explains: “The restoration work lasted about three months. As the model was built more than forty years ago – and so already restored on other occasions - and given the meticulousness of its construction, it was not easy to restore all the components precisely and faithfully. Owing to deterioration, we had to remove and recreate some deformed and irrecoverable parts made of crumbling plywood. We reproduced them all on the basis, obviously, of the previous ones”. He continues: “The part that required most care and attention was the engine. To get the model to work, as it now does, the electric motor has been completely redone and upgraded so that the two trailers can be operated together! Transmissions, belts and pulleys have also been replaced. The restoration took a long time but it gave us great satisfaction!”

THE OM MODEL IS UNIQUE OF ITS KIND, ONE OF THOSE WORKS THAT ONLY ITALIAN SKILL AND INGENUITY ARE ABLE TO BRING TO FRUITION.
ENVIRONMENTAL APPROACH

In line with IVECO’s winning choice of promoting sustainable mobility, IVECO ORECCHIA believes in natural gas engines and promotes the sale of the full range of eco-friendly vehicles, from the Daily light commercial vehicle to the Urbanway urban bus, to the new Stralis LNG (liquefied natural gas), for long haul goods transport, launched on the market last June. IVECO ORECCHIA delivered the first six of the latter model - powered by liquefied natural gas - to the transport company Fratelli Cascana of Carmagnola (Turin), which manages the logistics of Acqua Sant’Anna, at the beginning of 2017. And for customers sceptical about performance, IVECO ORECCHIA allows them to test not only traditionally powered vehicles, but also a Stralis LNG 400 cv, in order to assess the benefits and low operating costs at first hand!
COMMERCIAL CONSULTANCY FOR THE IVECO RANGE

Davide Mascarello, Luca Morfini and Angelo Russo, the salesmen who deal in IVECO vehicles within the Industrial Village, explain: “We sell the entire IVECO range. We take turns coming to the Industrial Village premises even though our work - especially with fleet operators - is prevalently outside. There is no question that our presence within a location like the Village gives us a big advantage: when the customer comes into the show-room he is impressed, he trusts what he sees and he expresses this trust to us because – in addition to making his purchase – here he also finds the dedicated Service area and workshop! And we don’t only sell new vehicles, we also deal in the used vehicle market. Outside, on the Village square, we have some pre-owned vehicles on display, but the real used vehicle area, where sales are actually made, is entered from Strada Cascinette”.

COMMERCIAL CONSULTANCY FOR THE CASE CONSTRUCTION RANGE

Not only IVECO: the dealership also has a sales mandate for CASE Construction and IVECO ASTRA vehicles, which have become an increasingly interesting business. Mario Righi, head of Construction Machinery, offers a concrete example of the work done so far: “we won the Best Heavy Line dealer 2016 in the EMEA (Europe, Middle-East and Africa) market area. We have been judged to be the best dealers for the CASE brand in terms of sales volumes, customer quality and sales increase over the previous year. This is an excellent result, which fills us with pride”. In addition, business consultant Massimiliano Valle points out that IVECO ORECCHIA also offers customers the chance to rent construction machinery for as long as they need.

IVECO ORECCHIA: not just a mere dealership, but a veritable benchmark for all road transport and construction machine professionals! Long-standing experience gained in the field, specific skills, the wide range of services offered and the sound fiduciary relationship built up with the brands represented (IVECO, IVECO BUS, IVECO ASTRA, CASE Construction and Fiat Professional) are the hallmarks of a company which ensures - at all locations and for all divisions - high standards of service, wide-ranging assistance and complete mastery of the mechanical, electrical and electronic aspects of the vehicles handled.
Paolo Orecchia has followed in the family footsteps, now in its third generation, and is today the Managing Director of IVECO ORECCHIA. Supported by a strong executive group, including other members of the family, Luca, Eugenio, Sergio and their judicious father Gerolamo, he directs and coordinates the various business sectors and sets out company strategies. Prior to this assignment, Paolo worked for Farid Industrie, one of the most important international manufacturers of compactors for the collection and transport of waste.

**WITH PAOLO ORECCHIA**

**WE COULD SAY THAT THE ORECCHIA STORY HAS BEEN ENTANGLED WITH THAT OF YOUR FAMILY FOR ALMOST NINE DECADES. WOULD YOU AGREE?**

Let me tell you a story about my grandfather, the founder. He came from Asti, lived in Castello di Annone and his name was Paolo like me. One day when he was about 5, the year was 1903, he was hit by a car while playing on the main street of the village. Luckily he was almost unscathed. In the car, one of the first Fiats, was Senator Giovanni Agnelli. Moved by the accident and perhaps a bit frightened too, the founder of the car company took the child to heart, and in the years to come followed his growth and studies. Following World War I, my grandfather enrolled at the Faculty of Engineering in Turin and graduated in 1928. After graduation he asked for an appointment with his mentor, Giovanni Agnelli, and told him about his intention of leaving for Argentina, since at the time it was difficult to find work in Italy. The Senator dissuaded him and made him a counter-proposal: to set up a company to deal in and repair cars on behalf of the “new” FIAT brand.

It was a winning bet: on 14 September 1929 Paolo Orecchia with his friend and partner Cesare Scavarda founded the company Ava: ever since then – three generations have passed – my family has remained linked to the world of Fiat Group products and to their marketing. In fact, after my grandfather, my father Gerolamo joined the company in 1961. The new IVECO brand was born in the second half of the ’70s and, sensing its great potential, Orecchia & Scavarda set up a dedicated operation for it in Moncalieri. The business path linked to the world of Fiat cars came to an end – the dealership’s mandate was transferred to what is now the Spazio Group – and it was decided to focus on the IVECO brand, with trucks and buses. In fact, in the decade straddling the beginning of the new millennium, the family invested heavily and major developments ensued: first of all with the opening of the great operation in Moncalieri in the south of Turin, today an absolute benchmark for local visibility and quality; then with a series of new acquisitions consistent with the process of reinforcing the distribution network wanted by Iveco and concentrating its efforts. This development included the Diesel Nord dealership, which continues today in the north of Turin in the operation at CNH Industrial Village. All these operations expanded our business and our range of action in the region; since those years investments have been strongly oriented to developing Post-Sales, service and especially spare parts activities. Between 2006 and 2007 we boosted the bus sector locally by taking over the Lombard Iperbus dealership. In the last 10 years and more, our operational horizon has changed profoundly: from our historic roots in Turin we have expanded into the whole of the North West. In 2008, work began on the joint venture project with Iveco and the prestigious new Industrial Village: yet another entrepreneurial gamble on a highly innovative project, still unique of its kind: to create a big joint-venture dealership with the parent company operating in its most prestigious location. Unfortunately, the project was put on hold for three years because of the crisis. But finally, in June 2011, this entrepreneurial idea and structure became reality.
WHAT IS THE STRONG POINT THAT DISTINGUISHES THE COMPANY?

The fact that it has remained a ‘family company’ over the years, without ever forgetting its origins or its history, and despite having become a JV with the parent company. I am convinced that our main strong point lies in the “historic” management of customers and the people who form part of IVECO ORECCHIA: our employees represent a unique human capital for their experience, dedication and sense of belonging to the company. It is a signature feature that is often recognised by the customers themselves, some of whom have been bound to us for decades. Market competition is becoming increasingly fierce, but the strong roots created by the Orecchia family and by the people who have grown professionally within the company makes the difference.

Another very important element is the attention we attribute to post sales: the presence, capillarity, and ability to retain the loyalty of our customers is for the most part due to the priceless post-sales activity, which distinguishes IVECO ORECCHIA and makes us unique in terms of business volumes, number of locations and dedicated employees.

THE OPENING OF THE INDUSTRIAL VILLAGE CORRESPONDS TO ORECCHIA’S ENTRY INTO THE CONSTRUCTION WORLD, IS THAT CORRECT?

Right from its inception, the Industrial Village was seen as an IVECO Truck&Bus and Construction machinery dealership. In 2011 we therefore started with the New Holland Construction brand. Subsequently, with the market going through a particularly difficult period, we followed the evolution of CNH Industrial’s strategy: to gradually replace the New Holland Construction brand with that of CASE Construction. Currently our business with CASE Construction, an international leader in the construction machinery sector, extends as far as Lombardy, so offering more opportunities to the dealership. And in 2016, to round off this path as specialists in the sector, we acquired the ASTRA Truck mandate in Piedmont and Valle d’Aosta.

WHAT ARE YOUR EXPECTATIONS FOR THE FUTURE? WHAT PROJECTS DO YOU HAVE IN THE PIPELINE?

One of the projects I’m most keen on is to revive our presence in Lombardy by the end of the year by transferring the current operation at Castellanza (VA); this was a legacy of the old dealership and is no longer suited to the size of the business we have developed in Lombardy for Buses and Construction machines. Another important aim is to develop more commercial and service activities at the Industrial Village: we are working to better combine the visibility and communicative impact of the Dealership with that of CNH Industrial brands within a large, prestigious building. It is important to keep our identities well separated, but at the same time complementary and integrated.

Greater visibility will also be given to the commercial activity of pre-owned vehicle operator OK trucks, which in the near future will benefit from synergies with the LNG/CNG service station now being built in the vicinity of the vehicle display square with access from Strada Cascinette: a recharging point within the complex and adjacent to the workshop, which will help make the Industrial Village a comprehensive service centre for freight and people.
Two meetings at CNH Industrial Village dedicated to Parts & Service! At the meetings, led by Luc Billiet, President, Parts and Service, about twenty people from the Division took part. A number of topics came up for discussion: from commercial relationships with the brands to multiple logistic activities. “Parts Lifecycle”, “Market Intelligence”, “Inventory Management”, “WCL”, “Product Marketing” and “Process & Tools” were also analysed.

During the IVECO EMEA Truck & Bus Business Directors meeting, chaired by Pierre Lahuette, IVECO Brand President, which was held at the CNH Industrial Village on 9 and 10 February, 2017, a Team Building activity was organised and carried out with CASE vehicles in the proving ground. The sixty participants, divided into 3 groups, were given the opportunity to enjoy hands-on experience of Construction division vehicles, directly on the CNH Industrial demo area. The winning team was the one that recorded the lowest average time in performing the tests.

Three days dedicated to the “Master of our Success. New Holland Agriculture European Importers Workshop. Let’s improve our share, together”. For the occasion, welcomed by Carlo Lambro, Brand President, New Holland Agricultural Equipment, the Industrial Village brought together sixty importers from Bulgaria, the Czech Republic, Greece, Hungary, Norway, Romania, Serbia and Montenegro, Slovakia, Slovenia and Switzerland.

On 16 February, CNH Industrial Village hosted a New Holland Agriculture convention attended by the Top Management of Türk Traktör - the CNH Industrial joint venture in Turkey - and representatives of the Turkish dealerships of NH Ag, total attendance being 150! New Holland has been market leader in Turkey since 2008:10 years of leadership and successes that were celebrated during this important occasion. Vincent de Lassagne, New Holland Agriculture Asia Pacific Region Brand leader, delivered a message to dealers about the presence and evolution of CNH Industrial globally, illustrating the brand’s vision: “Sustainability, innovation and efficiency are fundamental values for New Holland and our task is to transmit them by developing our new products!”

Focus on Turkey with the “Case IH Sales Dealer Convention”, held on 9 March on the premises of CNH Industrial Village. The convention was attended by about 150 guests from the various Case IH Turkish dealers, who for the occasion, at the conclusion of the convention, had the opportunity to pay an in-depth visit to the structure of the Village and also to go to the FPT Industrial Turin engine plant.
After the meeting, aboard an electric minibus, the councillors were transferred to the CNH Industrial vehicle test track where they were able to try the Urbanway CNG 12 metre bus, the Urbanway CNG 10 metre bus and the IVECO Eurocargo CNG commercial vehicle.

CENA COLOMBIA MEETING
13 APRIL 2017

The Colegio de Estudios Superiores de Administración (CESA) is one of the most renowned universities in Colombia offering courses mainly pertaining to the economy, finance and business management law. The mission is to train professionals to be able to perform entrepreneurial activities and consultancy work or to find employment in public and private organisations.

On 13 April, during a project based on alternating education and work, 35 CESA students visited FPT Industrial production resources and CNH Industrial Village, which takes in all those areas the university addresses.

AIDP CONVENTION - 29 MARCH 2017

A Round Table was held at the end of March at the Industrial Village organised by AIDP, the Italian Association for Personnel Management of the region of Piedmont.

Topic of discussion: “Wellness and working environment. Prevention and promotion of wellbeing”. The meeting was moderated by Prof. Ac. Fabio Beatrice of the Scientific Secretariat and speakers included: Roberto Mattio, President of AIDP Piedmont, Carla Maria Tiburtini, Vice President AIDP Piedmont.

MEETING MESSE FRANKFURT
12 APRIL 2017

SPS IPC Drives Italia, the signature fair for the industrial automation industry, has been organising travelling round tables to enter into direct contact with local companies and share experiences and success stories. Spreading culture 4.0 is essential for creating a virtuous circle that sees local situations more and more leading the way in the industrial revival. On 12 April at the CNH Industrial village in Turin a meeting was held dedicated to the theme: “Automotive and Manufacturing 4.0: a winning combination for Piedmont”. Local manufacturing companies, including FCA, Ferrero and Martini & Rossi, presented their experiences together with Hewlett Packard Enterprise and Oracle and representatives of automation in Italy: Balluff Automation, Beckhoff Automation, B&R Automazione Industriale, Festo, Heidenhain Italiana, IFM Electronic, Lenze Italia, Omron Electronics, Filz Italia, Rittal, Rockwell Automation, Schunk Intet, Sew-Eurodrive, Sick, Siemens.

CASE CONSTRUCTION EVENT,
CHINESE DEALERS - 15 JUNE 2017

Turin was the first stage of the tour created for the delegation of the best CASE Construction dealers in China, rewarded for their high sales volumes of construction equipment, as well as for post-sales and their financial commitment. After visiting the CASE production plant in San Mauro and the FPT Industrial engine plant in Turin, on 15 June, the delegation visited the CNH Industrial Village, where – in addition to the showroom and the Historic Gallery – they were able to see the big IVECO ORECCHIA workshop, located at the rear of the Village.

PRESENTATION OF Q1 RESULTS
16 AND 18 MAY 2017

Two days at the Industrial Village entirely dedicated to the presentation of the company results for the first quarter of 2017. Around 450 CNH Industrial employees attended each meeting. On the stage of the Conference Room - on May 16 - Luc Billet, President, Parts and Service, and Annalisa Stupenengo, PPT Industrial Brand President - on the morning of 18 May - took turns in commenting on the company’s achievements.
Walter Rolfo is a coach and expert in perceptual processes, he combines creativity and innovation, linked to his roots in illusionist philosophical thought and the rationality of constructive thought, stemming from his engineering background. Author, presenter and television producer for Rai, Mediaset and Sky, he is founder and president of Masters of Magic, a consultancy firm working in management and communication. He is a consultant for big corporations such as Coca-Cola, Ferrero, Juventus, Lavazza, Philip Morris, FCA, Bayer, CNH Industrial, Goodyear, Pomellato, HP, Elio, Robe di Kappa, BNL, Wind.

In October 2016, the CNH Industrial Village was able to watch “The art of achieving the impossible”, a workshop presented by Walter Rolfo, who boasts a development process based on years of research in the field of perception and the neurosciences. A show that transcends the show, investigating the mysteries of mind and perception. “There is a secret behind making every day of our lives extraordinary and it is very simple: never pronounce the word “impossible”. This in fact was the opening sentence spoken by Rolfo and addressed to 850 CNH Industrial employees, who soon afterwards found themselves catapulted into a dimension in which they called in question their very ability to perceive reality as they had always known it. The performance was not limited to traditional tricks, but was extended to mentalism and demonstrations of the impossible.
WHAT WAS YOUR FIRST APPROACH TO CNH INDUSTRIAL?
As always the most important meetings happen by chance. I had been invited to present a charity show on the occasion of the “Village in Festa”. The show went very well and since then it has become an annual appointment not to be missed. During the year I happened to be in contact with several people from CNH Industrial: I was impressed by their energy and enthusiasm, their desire to constantly take up new challenges and also by their respect for their colleagues. For example I was amazed (and it’s not easy to amaze a magician!) that the workshop was not compulsory, but that attending it was a free choice. It is the first time that’s happened to me in many years of events: I think it is a very interesting, innovative approach. I was flattered that we had many requests to repeat the event from those who had not been able to attend the first one, and this we were able to do successfully. In addition, during the briefings, it was my pleasure to share one or two meals in the company canteen where I discovered the true spirit of CNH Industrial: in short, I got to know a world of top quality and uniqueness which fascinated me.

WHAT WORKSHOP FORMAT DID YOU CREATE FOR CNH INDUSTRIAL EMPLOYEES?
It is a journey into the world of CNH Industrial seen through the eyes of an engineer, trainer, illusionist. We told of how many extraordinarily impossible things you do every day, using the art of magic as a language for recounting the wonder of it all. I have called this the “story coaching” approach. Borrowing it from the term story telling: use emotions to tell stories and make sure that the public can recognise itself by making the stories their own. I believe deeply in the emotions as a medium for communication. I live off emotions and I like the idea of contaminating the world with the impossible, making peoples’ hearts beat faster.

YOUR BOOK “THE ART OF ACHIEVING THE IMPOSSIBLE” HAS RECENTLY COME OUT. THE TITLE TELLS US CLEARLY WHAT TOPIC IS UNDER DISCUSSION, BUT WHO EXACTLY IS IT AIMED AT?
It is aimed at all those who want to be happy. I believe that happiness should be a choice and not a consequence, a different way of seeing life and living the everyday. This book shows parts of the world starting from a different point of view: that of people who are trained to achieve the impossible and believe that there is always a solution. Looking for the solution is the first step towards achieving all our goals. This is a special book, half stories and half reflections. In this case too the points to be reflected on are narrated through stories and emotions. I talk about the most interesting adventures I experienced in my years in Rai, in Las Vegas, around the world. I have collected the thoughts and experiences of the craziest, wisest and most intriguing people I have come across in the course of my life. I have mediated and adapted them to my experience and taken lessons from them for immediate, practical application: although I am an illusionist I am still an engineer and, to become a project, a dream must be able to be put on an Excel spreadsheet, divided into goals and planned at every step along the way. I am convinced that the impossible does not exist, but it is not free and it is nice to find that if you roll up your sleeves and work purposefully, no dream is impossible.

LET US ENCROACH FOR A MOMENT ON YOUR PRIVATE SPHERE: WHAT IS THE FIRST THOUGHT THAT COMES INTO YOUR MIND IN THE MORNING?
THE ALARM CLOCK?!?! NOOO!!!
Joking aside, when I wake up my first thought is to get up energetically, with determination, with hunger, with the aim of making this new day special too. Every day can be extraordinary, it depends only on how we choose to live it: even if I happen to be doing the same thing as the day before, I try to find a way to address it differently, continuing to enjoy and enrich every minute, not only of sleep, but of life itself!

THE CNH INDUSTRIAL VILLAGE AND WALTER ROLFO
HOPE TO SEE YOU AT THE EVENT TO BE HELD IN OCTOBER
THE HD9 EURO6 AND ASTRA RANGE CONFIRM THEIR STATUS AS LEADERS IN THE QUARRY-CONSTRUCTION SECTOR
Astra Veicoli Industriali S.p.A. (Anonima Sarda TRAsporti) is an essential benchmark in quarry-construction transport, for all major construction companies seeking a reliable partner, both in terms of the strength and versatility of its vehicles, and as regards customer service and support.

With its HD9 range, ASTRA confirms its status as leader in the quarry-construction sector worldwide. The HD9’s are sturdy, versatile and simple vehicles; this sums up the character of one of the most specialised ranges of off-road vehicles designed for heavy work in the oil, mining, quarry-construction and exceptional loads sectors. These vehicles have original, punchy designs whose top class performance in terms of engine power and peak torque and the proverbial structural sturdiness of the frame, make ASTRA the ideal partner for those who need the maximum in all conditions.

The HD9 Euro6 is available in 6x4, 6x6, 8x4 and 8x6 axle configurations; gross vehicle weight can be as high as 60 tons with due speed limitations. The whole driveline is designed for the toughest and most demanding missions: the Cursor 13 Euro6 engine up to 560 hp, with the innovative Hi-SCR technology system, reaches a peak torque of 2500 Nm. Moreover, the action of the variable geometry turbine (VGT), which makes it possible to keep torque values high over a wide range of engine speeds, contributes to increasing engine performance by offering sparkle and pick-up in any condition. In addition to the classic 16-speed manual gearbox, ASTRA offers an optional automatic 16-speed gearbox, with or without Intarder, particularly appreciated by those who work in mining. The real strong point of ASTRA vehicles is the special heavy-duty 820 mm wide chassis, consisting of two high-strength, large dimension (320x90x10mm) steel girders to ensure high torsional stiffness, high stability and dynamic vehicle performance. The girders have regular, parallel sections over the entire length of the chassis in order to simplify component assembly and fitting operations. With the highest Rail Bending Moment (R.B.M.) the Astra chassis is famous for its ability to withstand heavy loads whatever the condition of the terrain, reducing torsional stress and ensuring great stability even with very high centres of gravity.

The simple vehicle structure, at both mechanical and electronic level, enables the most demanding equipment to be assembled and facilitates maintenance operations, whatever the conditions or location. The cabin interiors have recently been redesigned to guarantee the driver the comfort and ergonomics of the driving position, maintaining high functionality so as to tackle heavy off-road routes, typical of ASTRA machinery.
TO EACH HIS OWN.

Match each vehicle to the right engine, joining them with an arrow.

FIND THE DIFFERENCES

Find the 8 differences.
The solution in the next issue.
Did you enjoy BIG?
Have you any comments, suggestions, ideas or advice to give us?
They are welcome and we look forward to receiving them.
Thanks a lot if you get involved in this magazine to make it even more...BIG.

bigideas@cnhindustrialvillage.com
ROBUSTNESS
Extra strong vehicles

VERSATILITY
Ready for extreme conditions

TOTAL COST OF OWNERSHIP
Easy to set up, use and repair, everywhere