

## PRESS RELEASE 23-2004

## IVECO MOTORS MEETS ITS DEALERS IN SARDINIA

*Cagliari, October 2004*



The first **Dealers Convention organised by Iveco Motors** was attended by 373 people from 65 countries, representing 116 distributors. The aim of the initiative, which also involved dozens of journalists from the trade press, was to consolidate Iveco's important role as a manufacturer of diesel engines, and to highlight the work done to develop an increasingly extensive marketing network, close to the customer's needs.

Speaking by videoconference from Turin, Iveco CEO José Maria Alapont outlined Iveco's global strategy and the strength of its light, medium and heavy truck, bus and special vehicle ranges.

"This result," recalled Alapont, "would not be possible without the Iveco Motors product range which, thanks to its quality and spread (from 2.3 to 40 litres) responds increasingly effectively to the needs of the market. Appreciation for our engines is demonstrated by the fact that 60% of them are sold to third parties, while the remaining 40% equip our own vehicles. Even from the viewpoint of the protection of the environment Iveco is on the cutting edge, both with its traditional range, which respects Euro 4 emissions standards, and with its natural gas engines, whose emissions are actually below what is required by the Euro 5 standards that will be enforced in 2008."

"In recent years," said Riccardo Tardi, Senior Vice President Powertrain, "there has been a strong development of the diesel engine in mature markets like Western Europe and North America. At the same time, demand for diesel engines is also evolving well in emerging markets. In line with this growing market, our output for 2004 will reach about 430,000 units, compared to 378,000 in 2003."

Production of diesel engines is one of Iveco's traditional strengths, and one of the most significant expressions of its technology. Every time the competitive scenario has demanded new standards, Iveco has responded by designing and building its own engines, and obtaining performance, consumption and emissions levels that are at the peak of the respective categories. In spite of the steady increase in performance, the diesel engine confirms that it is the cleanest, most efficient and most versatile system for vehicle and nautical applications, and for energy generation. What is more, thanks to the constant striving for technological innovation, it promises to deliver other significant improvements in performance.

"In the last ten years, Iveco Motors has invested over one billion Euros in research and development to completely renew its product range, and today it works closely with a strong clientele, both in its "captive" market (Iveco and other Fiat Group companies) and on the open market."

What is more, underlined Tardì, “We can count on a network of sales and service centres present in all world markets, and on a brand name that is recognised and appreciated all over the world. One of our goals is to renew the tradition of excellence of our engines, significantly increasing sales of our products around the world.”

Another of the speakers, Franco Fenoglio, Senior Vice President Sales & Marketing, underlined the strategic importance of engines as part of Iveco’s activities. The renewal and completion of the engine range is one of the factors in the success of the new vehicle range, which has put Iveco in a leading position in all the market segments in which it operates.

Luigi Carnino, Iveco Powertrain Sales & Marketing General Manager, illustrated the strong points of the new Iveco Motors brand. The *range of engines and applications*, which is the state of the art in terms of performance and respect for environmental standards (particularly where the new gas engines are concerned), the extensive *sales and service network* that operates all over the world with high quality standards, plus the *partnership with dealers*, represent the keys to achieving Iveco Motors’ marketing goals.

#### **Iveco Motors’ records**

- 1980: first turbo engine on heavy road vehicles
- 1985: first direct injection on fast diesel engines
- 1989: first EGR system (on light commercial vehicles)
- 1992: first electronic diesel management on heavy duty engines
- 1998: first with variable geometry turbine on heavy duty diesel engines
- 1999: first Common Rail diesel on light vehicles

#### **About Iveco**

Iveco is a Global Company with a full range of vehicles and engines, committed to the world of transport and to customer satisfaction through leading-edge technology, reliable performance and quality excellence of its products and customer global services. The strategy of Iveco is to generate profitable growth by focusing on customers and markets, strengthening the technological content and competitiveness of our products. Transport Safety, Environmental Care and Productivity on the Road are core issues in our strategy, as well as Technological Innovation and Lean Enterprise. Iveco manufactures and sells more than 140,000 commercial vehicles and 420,000 engines all over the world with total revenues of about € 9 bn. It has 49 plants in 19 countries worldwide, 15 R&D centers, 31,000 employees and 600 dealers.