

**PRESS RELEASE 31-2004****NEW IVECO DEALERSHIPS IN EUROPE**

*Bucharest, October 2004*



On October 21 and 22, IVECO inaugurated three important new dealerships in Eastern Europe, with one in Croatia and two in Romania, consolidating its already leading role in this area. Both inaugurations were attended by the Iveco Senior Vice President Sales & Marketing, Franco Fenoglio, Iveco East Europe General Manager Natale Rigano, a large contingent from the European press and, naturally, representatives of the local authorities.

The official inauguration of the new Eurokamion branch at Zagabria, Croatia, was held on the morning of October 21.

The company was founded in 1999 by the Italian Lucilicar S.p.A, the official IVECO representative since 1984 for the Udine, Trieste and Gorizia provinces. This company employs a workforce of 100 people in Italy and registers an annual profit of approximately 50 million Euro, selling around 1000 new and used vehicles.

The initial structure has been operational in Croatia since February 2000 as an IVECO products distributor, with total covered premises of 600 sq.m. and a combined covered and outdoor display area of 200 sq.m.

In its first year of business, Eurokamion reported a profit of 1 million Euros, with only five employees. In the following two years, it continued to return substantial annual profits, with 3 million Euros in 2001 and 2 million Euros in 2002. At the end of 2002, the company decided to relocate to its current 10,000 sq.m. site, situated 4 Km from the centre of Zagreb and close to the city's four major roads and its international airport.

The results for 2003 prove that the idea was a good one, with profits of 10 million Euros and 250 vehicle sales. Part of the company was acquired in 2003 by the Italian financing company Finest S.p.A. With the contribution of this new partner, the share capital of the company now amounts to 1.3 million Euro.

This company, with its highly professional staff and a 24 hours a day, 365 days a year service, soon had so much business that it had to extend its covered premises to 1500 sq.m., with an investment of 3 million Euro.

Eurokamion today has:

Sales and administrative offices, a warehouse capable of storing large enough quantities of replacement parts to supply the entire Croatian area and a large repairs garage with 12 vehicle repair bays.

The garage is equipped with the latest diagnostic tools, Modus, IT 2000 and Easy.

The site also has its own customs area, where clients can choose from the entire range of new and used IVECO models.

During his official speech Franco Fenoglio – Iveco Senior Vice President Sales & Marketing – stated: "As a result of our long term relationship of trust, persistence and great

professionalism, with the Lucigli family, we can now inaugurate this new operating unit, which is without doubt one of the most exemplary in the country, on a par with the highest European standards”.

“Iveco today, with its completely renewed range, and working in conjunction with organisations such as this, cannot fail to fully satisfy every one of its clients throughout Europe. Proof of this is our company’s position of absolute leadership in the country, with an overall 30.4% of the market share of vehicles with a GWV of 3.5 tonnes and larger, and a share of 50.4% in the medium segment”.

As Natale Rigano – Iveco East Europe General Manager – went on to say: “Iveco is the leading brand in Central Europe, with 7,453 units sold and an overall market share of 20.7%, placing us first in the segment for vehicles with a GWV of over 3.5 tonnes”.

With the addition of this new branch, the network in Croatia now counts 4 dealerships (Eurokamion, Faval, Benussi and Daus Truck) and one representative office.

#### **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 843 dealers.