

**PRESS RELEASE 34-2004****ROYAL COMMAND FOR IVECO**

*November 2004*



Her Royal Highness, The Princess Royal, was the guest of honour at the prestigious Transport News Scottish Rewards event in Glasgow on Friday, November 12, 2004. The occasion - now in its eleventh year - was hosted by BBC TV personality, Dougie Donnelly and included the Lord Provost of Glasgow and Alex Salmond, Leader of the Scottish National Party within its audience.

Together with over 600 guests representing Scotland's road transport industry The Princess Royal was given an insight into some of the latest developments in safety, environmental care and productivity being considered by Europe's top truck manufacturers.

Franco Fenoglio, Iveco Senior Vice President Sales and Marketing, attended as the keynote speaker representing the commercial vehicle industry. He told the audience that within two years truck emissions will be a fifth of what they are currently, and that today 20 trucks running on Britain's roads produce no more than one truck of 20 years ago.

Fenoglio went on to advise that as a global company, Iveco was equally concerned about all aspects of safety, including the effect of night time driving, as well as productivity, where he promised Iveco would significantly help reduce costs to the operator and, therefore, the consumer.

He emphasised that Iveco was committed to the world of transport, and to delivering total customer satisfaction through leading edge technology, performance and quality.

Fenoglio concluded by saying that Iveco was delighted to be the main sponsor of the event and that as a company they believed in recognising and honouring the very best. "It goes to the very heart of what we do, and it is an inspiration for all of us to be in the company of so many winners," he said.

In a private meeting with Fenoglio and other senior colleagues from Iveco, The Princess Royal was told that Iveco manufactures a complete range of vehicles and engines to meet the demands of a diverse set of distribution, passenger transport, firefighting and construction customers, operating worldwide in many different terrains and climatic conditions. He highlighted the significant investment made by Iveco to develop products for extreme conditions in countries like Africa, where the Transaid charity is extremely active.

The Princess Royal was attending the event as Patron of Transaid, the UK-based Development Agency that works to put suitable transport solutions in place in Africa where little or no infrastructure exists. Iveco is a founder member of Transaid and has assisted the organisation in a number of projects, particularly in Malawi.

One of The Princess Royal's tasks on the day was to present a Fiat Stilo car to the winner of a special three stage raffle which in total has raised over £11,800. In addition, she also presented trophies to the 2005 Scottish Rewards winners which recognises individuals and companies that have excelled in the industry.

#### **Iveco statement**

Iveco is a Global Company with a full range of vehicles and engines committed to the world of transport and customer satisfaction through leading-edge technologies, 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 inherent to our strategy as well as Technological Innovation and Lean Enterprise. With annual sales above 9 billion euros, Iveco manufactures and markets more than 140,000 commercial vehicles and 420,000 engines annually on a worldwide basis. Iveco serves its customers with 31,000 employees and 49 plants in 19 countries, 15 Research and Development centres and 843 dealers.