

PRESS RELEASE

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IVECO EXPANDS ITS COMMUNICATIONS ON THE WEB

Iveco is responding to the growing demand for online information by creating new sites, in order to inform markets about local marketing initiatives and to make technical information about the products available to users.

The first to be involved was Australia (online since September 26th), followed by Italy (online since October 4th), at the web addresses www.iveco.com.au and www.iveco.it; the initiative will then be extended to the United Kingdom, Poland, Spain, France and Germany.

The market sites, created to meet the demand for local information, are a natural offshoot of the Iveco corporate site www.iveco.com, to which they are linked, guaranteeing coordinated, consistent communications.

To mark Iveco's 30th anniversary, the www.iveco.com site, which was updated with new graphics and new features in January 2005, now includes a section dedicated to company history, with video clips, photographs and texts that illustrate the company's successes and achievements in thirty years of activity.

To confirm the good work done, the site was recently awarded the Bronze Plate in the Web Category, for sites and business to business portals, as part of the "Targa Oro della Comunicazione Italiana" awards, organised by the Marco Bellavista Foundation.

The juries that awarded the prize (which reached its 20th edition in 2005) are made up of delegates from the numerous Associations that bring together communications experts.

The prize was presented on September 29 in Milan, and organised by the trade magazine ADV, which aims to "promote the culture and innovation of Italian communications in all their manifestations and to encourage the genius and talent of individual operators".

Iveco

Iveco is a global company which offers a complete range of vehicles and engines and is dedicated to the world of transport and satisfying its clients, employing cutting-edge technology and guaranteeing reliability and excellence in the quality of the products and services it offers its clients worldwide. The Iveco strategy is aimed at generating increased revenues by focusing on clients and markets, and strengthening the technology content and competitive edge of its products. Transport safety, respect for the environment and on-road productivity are key elements of this strategy, as are technological innovation and lean production. Iveco manufactures and sells more than 160,000 commercial vehicles and 430,000 engines worldwide, with total revenues of around 9 billion Euro. It has 49 plants in 19 countries around the world, 15 Research and Development Centres, 31,000 employees and 844 dealerships.