

IVECO WINS THE 6th INTERACTIVE KEY AWARD

As witness to its ongoing commitment to research and development in communication, Iveco has carried off another multimedia award. Its site www.iveco.com has in fact recently won the 6th Interactive Key Award, an important professional prize that the Media Key Group dedicates to on-line communication.

Candidates for the award were subdivided into 15 categories and competed in three different areas: web sites, mobile and wireless communication and on-line communication. From each group a jury of experts and journalists selected the final winners. Of 273 participants, Iveco, which was competing in the Transport Vehicles and Energy category, distinguished itself for creativeness, quality of content, innovation and ease of approach, taking the prize in the On-line communication sector.

The purpose of the Interactive Key Award, which was instituted in 2000, is to stimulate creativeness and technological innovation in on-line communication with the aim of improving its effectiveness, and its technical and aesthetic quality, so contributing to the success of Italian-made products on the web.

The award has been a great success over the years and confirms the importance of the Internet in business communication and advertising.

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