

## **PRESS RELEASE**

### **IVECO LAUNCHES AN INTERNET COMPETITION FOR TORINO 2006**

Today, with little less than 100 days to go to the start of the Torino 2006 Winter Olympic Games, a competition will be launched for all Internet users in Italy, and will last until February 3, 2006.

Entering this competition will be like entering the spirit of Olympic competition, because the aim of the game is to create a personal "virtual" team. To enter, participants only have to access the site <http://campioni.iveco.it> and then start to recruit people, building up points for the team. Each member who agrees to join the team will bring one point; if the member is also the owner of a van or commercial vehicle, this will be worth five points. At the end of the competition, the participants who have created the three teams with the highest scores, will climb onto the Iveco podium to receive their prizes. First prize will be a splendid weekend for two people in Turin, including the possibility of attending the closing ceremony of Torino 2006.

But there are numerous other prizes: when they register, participants will compete immediately for 500 Iveco and Torino 2006 gift items, and at the end of the competition there will be a prize draw for 175 articles from the Torino 2006 merchandise catalogue.

From today, it will be possible to access the site to consult the list of the prizes on offer for the winners, and to start to play, enjoying a foretaste of the excitement that only an event like the Olympic Games can offer the public.

*Turin, November 3, 2005*