

PRESS RELEASE

COCA-COLA AND SAMSUNG ELECTRONICS SET TO TRAVEL IN IVECO VEHICLES WITH THE OLYMPIC FLAME

A fleet of thirty Iveco vehicles will be working on the journey to take the Olympic Flame round all the regions and provinces of Italy covering 11,300 km in 64 days. 24 Daily vans, two of which are fitted out as Campers, 4 Eurocargo trucks, 2 Stralis trucks and 8 Iveco Irisbus minibuses with disabled access. Yesterday the vehicles were delivered by Franco Oriolo and Marco Ricci, respectively the heads of Medium & Heavy Commercial Vehicles and Light Commercial Vehicles for Iveco on the Italian market, who symbolically handed over the keys to Nicola Kettlitz, General Manager of the Torino 2006 Olympic Project Team from Coca-Cola Italia and Louis Kim, Olympic Torch Relay Project Manager for Samsung Electronics.

The journey of the Olympic Flame starts tomorrow, with the first torch-bearer, marathon runner Stefano Baldini, accompanied by the Iveco vehicles decorated with the creative style of the two Top Sponsors. The convoy will take their message of support for the Olympic values and the universal ideals of sport throughout Italy.

"We are proud to be part of this historic moment of the XX Olympic Winter Games", declared Nicola Kettlitz, "and to share it with Iveco, which is effectively "driving" the event, with its key role in transporting the participants of Torino 2006, from athletes to journalists to spectators. Since it first took part in the Games in 1928, Coca-Cola has been a committed partner of the Olympic Movement, and we are keen to continue representing universal values such as humanity, inspiration and participation."

Samsung Electronics has also been committed to the Olympic Movement since 1997, and is now behind the technological innovations in wireless communications that will enable spectators all round the world to follow the XX Olympic Winter Games. Samsung is supplying over 8,000 cellular phones, and now for the first time the multinational company will be providing its WOW (Wireless Olympic Works) service to the organisation of the journey of the Olympic Flame. This technology means it will be possible to access information about the route and the torch-bearers and receive live video footage and photos of the Journey of the Flame.

The vehicles in the Iveco fleet, with many different models from the various ranges, represent bespoke solutions to meet the needs of the official sponsors, and are customised with special fittings like the giant model of a mobile phone on one of the Samsung vehicles, and the virtual simulator on one of the Coca-Cola vehicles to let the public experience the thrill of the Super G, Bobsleigh or Snowboard border cross.

For Iveco the Journey of the Olympic Flame represents an opportunity to highlight how the universal values of sport – sincerity, striving for excellence and competition, reflect the

company's spirit, sharing the same mission based on striving for the best performance in every field.

It is with a passion for sport and its values that the "Iveco Champions come into play" – to quote the slogan to the participation as Official Sponsor for the Torino 2006 Olympic Winter Games – with the aim of giving all those who board the Iveco vehicles the enthusiasm and the team spirit which have led the company for thirty years.

Turin, December 7, 2005

IVECO

I Campioni Iveco entrano in gioco
The Iveco Champions come into play

