

PRESS RELEASE

Iveco with the Students for the 23rd Winter Universiade 2007

Iveco's passion for sport, its values and its commitment to innovation, inspired its official sponsorship to the Winter Olympic Games held in Turin in 2006. Now, the company confirms its corporate philosophy on the occasion of the Winter Universiade 2007 in Turin.

In cooperation with the Organizational Committee and the Piedmont Region, Iveco has set up the initiative "Iveco Truck Crazy4U International Tour", which will spread the message of Universiade all over Europe at university level. From mid-October, a specially equipped IPMU (Iveco Promotional Mobile Unit) will stroll through Europe as an itinerant meeting point where students, opinion leaders, important companies and persons from many institutions, will enjoy the opportunity to discuss, debate and participate in many activities. This vehicle, namely a modified Stralis Active Space customized with the logo of Universiade 2007, will expectedly run about 10,000 km and reach more than ten main towns in the "Old Continent".

Iveco considers the Universiade not only an occasion to make its values known internationally, but also a chance to get closer to the university environment, which the Company holds in great esteem. In this frame, it will select a number of students from the universities involved, who can provide curricula strictly in line with corporate needs, and offer them stages in its offices abroad.

Iveco, Academic Education, and Research

Talent attraction and appreciation of managerial skills, need-tailored training, and internal communication are the priorities in which Iveco is investing steadily.

The target of continuously improving company performance is pursued through the valorisation of competence and leadership, both in individuals and at team level. In its talent quest, Iveco is engaged in conducting an increasing number of projects in cooperation with many universities. This cooperation with the academic world takes the form of classroom presentations and lessons held by company managers, Career Days organised with the combined efforts of the university job placement boards, high-level masters and hundreds of one-year stages in the Company.

Iveco's many initiatives include the Marketing & Sales Academy and the Service Academy, both in cooperation with SDA Bocconi. The former is aimed at stimulating the culture of marketing by highlighting its strategic appeal; the latter focuses on the importance of the post-sales service in view of competitiveness and profitability. Iveco also promotes a Master of Management for the Italian Automotive Industry held in cooperation with the General Council for Motor Transportation & Logistics and various Universities (namely, Bocconi, Tor Vergata, Bologna, Salerno, Castellanza, and Malta), and a Master in

Management of Innovation and Development of New Products, co-designed with the "Politecnico di Torino" Technical University and Isvor-Fiat. This Master is specially intended to prepare highly qualified professionals who will apply the criteria of technological innovation throughout the engineering stage.

Iveco is committed to actualizing the results of university research by studying innovative solutions closely linked to the product. For example, the FIDEUS Project (*Freight Innovative Delivery of Goods in European Urban Space*) that is co-financed by the European Commission and includes prototyping efforts based on Iveco Daily for the delivery of goods in urban environments. Iveco is sponsoring this project together with many international partners and the technical support of the University of Genoa.

Iveco

Iveco designs, manufactures, and markets a broad range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as fire fighting, off-road missions, defence and civil protection.

Iveco employs 32,000 people and runs 43 production units in 18 Countries in the world using excellent technologies developed in 15 research centres. Besides Europe, the company operates in China, Russia, Turkey, Australia, Argentina, Brazil, and South Africa. More than 4,500 service outlets in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

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