

## The new Iveco Daily goes from success to success all over Europe

A year on from its official launch, which was celebrated in May of last year in a specially-constructed amphitheatre in the Torino Esposizioni Fair (the event was attended by over 4,000 people from 40 countries, including journalists, dealers and salesmen from the Iveco network), the new Iveco Daily continues to garner awards and recognition from all over Europe. The most recent awards come from Spain and the UK.

In Spain the new Daily received the "*Light Commercial Vehicle of the Year Award*". This award, from Transporte 3 magazine, was conferred by a jury made up of the leading entrepreneurs specialising in the light vehicle transport sector in Spain.

In the UK, the Daily was chosen as "*Best Light Truck 2007*" by a panel of experts in the sector representing leasing and fleet companies.

These two awards can only add to the great interest that the vehicle has excited in customers all over Europe, where, a year after its launch, the vehicle's success is witnessed by the high numbers of orders that have been received: over 105,000, including over 45,000 in 2007 alone.

The new Daily owes its great success to its proud lineage, boasting professionalism, efficiency, versatility, robustness and flexibility – with over 2,500 possible configurations.

And so the Iveco Daily continues to demonstrate its capacity to be a truly global product, able to compete in all world markets.

### 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 over 24,500 people and runs 27 production units in 16 Countries in the world using excellent technologies developed in 5 research centres. Besides Europe, the company operates in China, Russia, Turkey, Australia, Argentina, Brazil, and South Africa. More than*

*4,600 service outlets in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.*

Turin, 23 May 2007

**Press Release**