



Trucks and
Commercial Vehicles

IVECO

ORIGIN 100% Iveco tour begins

On 4 June the 2007 Customer Service Tour titled “*Origin 100% Iveco*” kicks off. The tour, which will feature on roads all over Europe, will involve all Iveco customers, drivers and vehicle owners in a unique first-hand experience that centres on the quality of original Iveco parts and customer service, and to raise awareness of Iveco’s values and the constant attention that Iveco’s customer service devotes to drivers.

At motorway service areas, special rest areas will be set up using special Stralis trucks, fitted out to become nothing less than ‘loft trucks’ – truckers’ five-star hotels (car drivers are most definitely not allowed in). Here, large-vehicle drivers can enjoy a break that is truly a cut above the norm, and relax and regenerate before resuming their journeys.

And inside every loft truck is a special area just for Iveco owners, where they can obtain information about the company, aimed especially at emphasising the safety and guarantees offered by original Iveco spare parts and by the customer assistance offered by authorised dealers and at Iveco Service points.

The tour kicks off on the roads of Spain and Portugal on 4 June, and will be supported by a major radio and press advertising campaign. In July the tour hits the UK, and the next stops are France in September and Germany in October.

At the same time the website has been launched at <http://origin.iveco.com/> and is specially designed to be an ongoing work in progress that will be updated and extended as the tour progresses.

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



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

Turin, 31 May 2007

Press Release