



Trucks and
Commercial Vehicles

IVECO

Press Release

Iveco at the International Exhibition in Tunis

Iveco took part in the 7th edition of the International Automobile Exhibition in Tunis, held at the Kram exposition centre in Tunis.

Instituted in 1995 as a trade show for the automotive sector in Tunisia, today it has become an international event for manufacturers not just of cars but also of light and heavy commercial vehicles, buses and components. By now it has become a landmark event on the trade fair calendar in the Maghreb world of Arabia and Africa.

Iveco's stand at the Tunis Exhibition – which drew more than 100,000 visitors – was inspired by the special new logo for the Middle Eastern and African markets which was presented in Hammamet at the end of March at the convention held to present the new range of light vehicles.

The new Daily in the 65C15/35C15V versions (respectively, cab and van versions), were the centre of attention at the stand. A Eurocargo ML100E18, Trakker H AT400T38TH and a Minibus A36.10 (from the Iveco plants in China) were also on display.

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.

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