

**Rugby: all matches were sold out in the 2007 Iveco Series, with exceptionally high media spectator statistics.**

**Worldwide television audience of 15 million people. Over 100,000 spectators for the 3 matches, and 145,000 visits to the Web site [www.allblacks.iveco.com](http://www.allblacks.iveco.com). Over 12,000 people at the Turin Motor Village.**

Particularly positive results, with remarkable success in terms of contacts and visibility, were attained by Iveco, the Fiat Group company operating in the Industrial Vehicles sector and sponsor of the All Blacks, during the triangular rugby event "2007 Iveco Series", held in New Zealand. The sports event was certainly one of the most important in the world of rugby because it brought face to face two of the teams – New Zealand and France – with the best chances of winning the next World Cup, to be held in September and October in France. It also saw the participation of another team of great traditions, Canada.

The event was part of Iveco's sponsorship activities. Iveco is Official Global Sponsor of the legendary All Blacks until 2011, and the company also decided to link its name to the recent test matches in New Zealand, in prospect of the World Cup matches that begin in France in September.

Iveco launched two trophies for the winning team of the triangular tournament, the Stralis Cup and the Trakker Cup.

All three matches (New Zealand – France, 2 June in Auckland; France – New Zealand, 9 June in Wellington; New Zealand – Canada, 16 June in Hamilton), in which the All Blacks notably outclassed their opponents, were sold out.

The Iveco brand, present both on the pitch and outside the structure with the Stralis and Trakker logos, was under the spotlights and visible to over 100,000 spectators in the three New Zealand stadiums, and with a worldwide television audience of 15 million enthusiasts.

On occasion of the matches, a PowerStar – the vehicle from Iveco's heavy range, manufactured in Australia, that combines the aggressive American-style "bonneted truck" image with European comfort and technology – welcomed the over 45,000 spectators for each match, with its by now classic livery based on Maori tattoos.

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The Italian public was equally involved, with the chance of watching all the matches on television on the Sky sport channels. During the Iveco Series, over 15,000 people visited the Mirafiori Motor Village in Turin, with an average of about 2,300 people every day. They watched the matches on two giant screens inside the structure, framed by Stralis trucks in All Blacks livery, black with Maori tattoos.

There was also intense participation on line: the section of the Web site [www.allblacks.iveco.com](http://www.allblacks.iveco.com) dedicated to the "2007 Iveco Series" recorded about 60,000 contacts in two weeks. Visitors could savour, in real time from 2 June, the thrills of the matches, savouring the successful tactical patterns, the players' athletic prowess, and the most exciting moments of the matches. From the start of the sponsorship, the Web site has totalled over 145,000 visits.

The sports results confirmed the technical and tactical strength of the All Blacks who won both the trophies offered by Iveco: the "Stralis Cup" (beating France 42-11 in the first match and 61-10 in the second) and the "Trakker Cup" (inflicting the heavy score of 64-13 onto Canada). In addition, the "2007 Iveco Series" projected the Iveco image to an extensive public.

Stefano Sterpone, Senior Vice President, Sales & Marketing, at Iveco, commented: *"We are particularly happy about this event, partly because we received a truly exceptional welcome in New Zealand. One of our objectives is to transmit the values that Iveco and the All Blacks share, touching the individual spheres of each. Those who watched the matches, whether at the stadium or on television, cannot have failed to have noticed the individual strength and character that lie behind the All Blacks' results".*

Iveco therefore also emerges victorious from its first experience in the world of rugby, and it prepares to accompany the All Blacks for the imminent adventure of the World Cup in France, where they will have the delicate role of firm favourites for the tournament.

## 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.*



Trucks and  
Commercial Vehicles

**IVECO**

*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, 6 July 2007*

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