



## Iveco scores tries with the Stralis

The Rugby World Cup is now entering its crucial stages with the latest matches counting towards group qualification. While the All Blacks continue their triumphant march, each day their sponsor, Iveco, faces even more battle-hardened adversaries on its own type of playing field, the market, and goes for the winning try with the Stralis.

The Iveco heavy vehicle, a key player last spring in the biggest communication campaign ever undertaken by the Company, is reaping the benefits of the investments made in its image and of the work done to improve even further an already commendable product. At the end of September - just six months after its launch - orders have reached 25,000. The new Stralis is winning the approval of a European public that appreciates the commitment with which Iveco has redesigned the cab (in terms of both aesthetics and the quality of the internal fittings) in compliance with suggestions from dealers and customers.

As a positive knock-on effect of the success enjoyed by the Stralis, Iveco has seen a significant increase in its market share (now 11.3%) in the heavy vehicles segment. Last month, the situation improved even further with an increase of 1.5% compared to August of last year and with Iveco climbing to third place in Europe. In the tractor sub-segment, the margin of improvement has risen to 2% compared to August 2006, with market share currently at over 10%.

This situation is confirmed by the trends observed in national markets. In France, for example, thanks to the availability of Euro 5 engines (which Iveco began to market 4 years ahead of European legislation) orders for Stralis have risen by 22% in just a few months. In Spain, the increase in orders amounted to 35%, a fact which contributes to Iveco's now being the market leader in the tractor segment. With sales figures amongst the best on the market, the new Stralis has won over large fleet owners who have appreciated its quality and performance, to say nothing of its reduced consumption. In the second half of 2007 the British market has already witnessed sales figures which are approaching those registered for the whole of 2006.

If, in Western Europe, the Stralis has become the benchmark for the market, the situation is even more evident in Eastern Europe, where the increase in orders has exceeded 166%. This result also reflects Iveco's market share, which on average has risen from 8.6% in 2006 to a forecast of 11.3% in 2007. These figures correspond to an increase of 108% in registered vehicles compared to 58% market growth.



Trucks and  
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## 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 28 production units in 16 Countries in the world using excellent technologies developed in 5 research centres. Besides Europe, the company operates in China, Russia, 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, 2 October 2007

**Press Release**