



## **Felipe Massa with Iveco in South America**

Ferrari's Brazilian racing driver Felipe Massa will become Iveco's testimonial in Brazil, Argentina and Venezuela.

This choice will be announced today at the International Fenatran Transport Salon in San Paolo (Brazil), during an encounter with the press, featuring the Brazilian driver, Iveco Chief Executive Paolo Monferino and Iveco Vice President for Latin America Marco Mazzù.

The agreement covers both below-the-line and above-the-line communications activities, with the Formula One driver being associated with the Iveco brand in business and specialised press advertising and in marketing material for use in the network of Iveco concessionaries, as well as with Felipe Massa's live participation in events organised by Iveco.

This initiative is a further step in the collaboration between the two Companies that already has Iveco performing as a Ferrari official supplier: the mythical red racing cars from Maranello are accompanied and transported in all their logistic operations by Iveco vehicles – naturally painted red for the occasion: the exclusive Ferrari red featured on its racing cars.

The Iveco fleet dedicated to the Ferrari Racing Team comprises smaller commercial Daily vans, Stralis heavy commercial vehicles, Irisbus Proxys minibuses, and a motorhome for the drivers, made by Iveco Irisbus based on the Domino Grantourism Coach.

The marketing operation linking the Brazilian driver with Iveco underlines the company's resolve to reinforce already positive market results by boosting its image in Brazil, Argentina and Venezuela through the confirmation of its company values: determination, reliability, outstanding performance and team spirit.



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, 17 October 2007

**Press Release**