



Trucks and
Commercial Vehicles

IVECO

Iveco is Official Sponsor of the Yamaha Racing Team

Following the experience gained over the last two years, Iveco has taken a further step into the world of MotoGP and into the Fiat Yamaha Team in particular.

In addition to the role of Premium Supplier, Iveco now becomes "Official Sponsor" of the Fiat Yamaha Team for the season just about to begin with nine times World Champion, Valentino Rossi, and his partner Jorge Lorenzo. This further development of the partnership is within the broader strategy of Iveco; that is increasingly tied to the sports world and in keeping with its strong international identity, which also demonstrates the great vitality and energy of Iveco.

The new sponsorship agreement with the Fiat Yamaha Team, which will last for two years, provides further important visibility to the Iveco brand in the world. It also includes, amongst others, the supply of 4 STRALIS 450 heavy duty vehicles in addition to the two already in use during the past seasons, and an ECODAILY Combi.

The vehicles will be used by the team for the transfer of race bikes and pit equipment used within the circuit paddock during the forthcoming MotoGP World Championships.

This sponsorship is further evidence of the strong bond between Iveco and partners that excel in the world of sport, which most recently tied the company to the world of rugby with New Zealand's national team, the All Blacks, the most famous rugby team in the world, and not forgetting, of course, the role of official supplier to the Scuderia Ferrari. One way of communicating and aligning its image to personalities and sporting events at the highest level, tied to the emotions and everything that revolves around the world of sport with a huge worldwide media impact.

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 almost 25,000 people and runs 27 production units in 16 Countries in the world using excellent technologies developed in 6 research centres. Besides Europe, the company operates in China, Russia, Australia, Argentina, Brazil, and South Africa. With around 5000 sales and service outlets in over 160 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

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Press Release