

## New Iveco internet site launched.

The Iveco web site has been renewed in order to provide an even better privileged relationship channel between customers and the company.

New in graphics, functionality and approach to the user, the site is now on-line, retaining the usual address, [www.iveco.com](http://www.iveco.com), and it is, with its modular, yet flexible interface, to inform, involve and, simultaneously to provide a contact instrument that is effective and easy to use for those working in the world of transport.

This transformation is based on a new white layout that features in all the pages and expresses a dynamism a complete reorganisation of content, a renewed graphical interface focussed on web usability and additional functionality via the "service buttons" that identify the pluses of Iveco and that constantly bring the user into contact with the company. Regarding the site contents, vehicles are the central focus of the site: presented with a dynamic and engaging approach, allowing several levels of depth and functionality at the service of the customer. Video, photographs, links to promotions and technical data sheets, allowing all interested parties to have complete information on any vehicle.

Through the always visible "preferential channels", users can access the new features: the choice of the vehicle configuration, to the appropriate dealer location, to direct contact with the company. Simple Tools, intuitive and capable of dialogue with the user.

The new Iveco portal, at this stage in the Italian version, will shortly see its diffusion in all Iveco markets. The total restructuring of the Iveco internet site that is now even more focussed to customers and to the support of the sales network, confirms the commitment of the company to exploit to the full new means of communication and marketing. The internet in particular, has played an increased role in these activities in recent years.

Iveco is the first commercial vehicle manufacturer to equip itself with a web radio and today, there are even two such stations: Iveco Rugby Radio, dedicated to the world of the oval ball, born with the launch of the partnership with the All Blacks, and DailyRadio, born with the launch of the EcoDaily. Over 25 000 contact each month are testimony to the success of this initiative that has led to other specific web activities, such as the possibility to follow step by step the Overland 12 adventures in Africa, without forgetting the social networks. Iveco has given life to "DailyBlog", that allows the company to have an even more direct contact with its customers.

## 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.*