

Blue&Me TomTom for Iveco at Hanover 2010

Iveco will present an important innovation for the world of light commercial vehicles at the Hanover 2010 IAA show, to be held from 23rd to 30th September (press days 21st and 22nd).

The innovation comprises an integration of the Blue&Me™ infotainment package with the TomTom navigation system specifically made for Iveco that will be launched internationally on the ECODAILY, Iveco's light range of commercial vehicles with operating mass from 2.8t to 7.0t.

The system is based on Blue&Me - the telematics solution born from the collaboration between Fiat Group Automobiles and Microsoft that has changed the paradigms of communication, information and entertainment to improve comfort and quality of life in the vehicle. Integrated with TomTom, it reaches an unprecedented level of connection between the navigation system and the vehicle.

With Blue&Me – TomTom, Iveco meets customers' most demanding requirements by offering a flexible and easy to use system allowing wireless hands-free mobile telephony, route navigation with the best technology available and access to useful driving information.

Very important for safe driving is the ability to use the mobile telephone and radio / stereo equipment using vocal commands and steering wheel mounted switches, in addition to the 4.3 inch LCD touch-sensitive screen.

System management, updating and personalisation of the system are facilitated by the internet interface, TomTom HOME, on which Iveco's entire service network is preloaded.

Blue&Me™ - TomTom – Iveco is part of a series of technological innovations that Iveco will present in Hanover this year, resulting from investments made by the company in recent years. Iveco has in fact made available to the market some important technological innovations, particularly in the field of alternative traction

Driving Innovation to Reality, or "making innovation a reality" has thus become the guiding theme of Iveco presence at the Hanover 2010 show.

Press Release



Trucks and
Commercial Vehicles

IVECO

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 23 production units in 10 Countries in the world using excellent technologies developed in 6 research centres. Besides Europe, the company operates in China, Russia, Australia and Latin America. Around 5,000 sales and service outlets in over 160 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

Torino, 14th September 2010

Press Release