

Iveco running again with the Australian MotoGP 2010.

Following the success of last year, Iveco is once again present as official sponsor of the MotoGP at Phillip Island, Australia that will take place next weekend, which will take the name, "Iveco Australian Motorcycle Grand Prix 2010".

Thanks to this sponsorship agreement, the Iveco brand will be visible throughout the spectacular Phillip Island race circuit in the region of Victoria, characterised by a succession of high speed corners and wide-ranging and various stretches near to the very suggestive seascapes. The event will provide the occasion to put some of the models produced by Iveco in Australia on display. In particular, the Power Star, Iveco's specialist long distance transport truck, produced in the Dandenong factory, that combines the aggressive "bonneted truck" American style with European levels of comfort and technology, will make a lap of the race circuit following the riders' parade on race day.

The Iveco Australian Moto GP, besides being an opportunity to make the Iveco brand known, through television, around the world, is a valuable opportunity for motor sports fans who will follow what promises to be one of the most splendid and exciting races of the championship, especially for the Fiat Yamaha Team. The race at Phillip Island will be an occasion to celebrate the triumph of the new world champion, Jorge Lorenzo, and his team-mate, Valentino Rossi, who has just reached the 46th victory on the Yamaha M1. A big party also for Iveco, which, in addition to linking its name to this race and, as Official Truck & CV Supplier, including all the MotoGP championship, an official sponsor of Fiat Yamaha Team in which the two pilots serve.

Iveco's involvement with the world of the MotoGP is born of the company's communication strategy, in close harmony with its strong international identity and ongoing search for initiatives that reflect the great energy and vitality of the company, is always more oriented to the world of sport. In addition, the Moto GP, as in Formula 1 in the automotive field, is the ultimate expression of technological innovation applied to the world of sport. The same innovation philosophy espoused by Iveco in the design and manufacture of its products and services offered to customers.

Furthermore, the current development of this partnership is further proof of the will by Iveco to associate its name with outstanding partners in international sport. The important link with the world of rugby with the All Blacks and the role of official Supplier to the Ferrari racing team, the two most popular teams in their respective fields in the world, represents unequivocally this desire. This new way of communicating, supporting its image with characters and events of the highest sporting level.

"Apart from being close to the sport that represents for us an important guideline of our business strategy - says Giorgio Gallia, Iveco Vice President and Chief Executive Officer of Iveco Trucks Australia - this partnership is further evidence of the link that Iveco, which boasts a historical presence in Australia, with the local economy and the people of Victoria, as well as with its dealers and customers in the region".

Iveco in Australia

Iveco in Australia is based in Dandenong, near Melbourne, where it produces and distributes light, medium and heavy range vehicles.

The history of Iveco in Australia can be traced back to 1852, with the arrival in Australia of the International Harvester Company of America and selling Agriculture equipment, under license.

The factory in Dandenong was opened in 1952, manufacturing the first Trucks in Australia.

In 1992 Iveco took over the Dandenong factory from International Harvester, and launched its range of heavy vehicles onto the Australian market. The vehicles were specially modified versions of the European-produced models at the time.

In 2001 the company changed its name to Iveco Trucks Australia, to emphasise the new production and commercial direction taken by the company. Today the Dandenong facility houses the head office of Iveco Trucks Australia, as well as the Customer Service department with its Parts & Assistance Centre, and the design department tasked with transferring Iveco's European technology to guarantee maximum reliability of our products in Australia's challenging operating conditions.

The Dandenong factory

Located not far from Melbourne, the Dandenong factory represents the biggest investment in an automotive production site ever made in Australia.

The Dandenong site occupies a surface area of 160,000 square metres, of which over 64,000 are covered. Over 200,000 trucks have rolled off the production lines at the plant, placing the factory in first place in Australia in terms of units produced in the industrial vehicles sector.



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Iveco production in Dandenong mainly consists of heavy-duty vehicles, and includes the Power Star, Acco, and Stralis models along with chassis for buses and three models under the International brand.

Iveco Truck Australia employs 600 people, 300 of which work at the Dandenong site.

Power Star

Launched at Ayers Rock, in the heart of Australia, the Power Star is designed to optimise driver efficiency by reducing fatigue levels. For example, the gear change is mounted on the dashboard, leaving the cabin floor space free from obstructions and resulting in major advantages for movement, both at the controls and in the night-time sleeping compartment.

Fitted with a choice between the ultra-modern Cursor engines (13 litre, six cylinder inline, 560, 500 and 405 cv) and the Cummins ISX engine (15 litre, six cylinder inline, 550, 525 and 485 cv), the Power Star features the fully automated EuroTronic 2 transmission as standard and three cab variants to properly meet all transport requirements.

In addition, the Power Star, that from next year will be available also with the Cummins ISX engine at 620 cv, has recently been given the "Technology and Innovation Award", equivalent to the European "Truck of the Year", by the magazine, Power Torque, the most important specialist industry magazine in Australia.

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 October 2010