

Iveco launches Vertis in Latin America

Vertis, the new mid-range truck, which complements the company's product for the Latin American market was presented today in Salvador de Bahia, Brazil.

The vehicle is equipped with a modern and highly reliable power train offering low fuel consumption and emissions, with extremely competitive operating costs.

Even from an aesthetic point of view, the new Vertis enters the market with a modern and very interesting cab design, with large air intakes and a large Iveco logo in the centre.

The Vertis, whose name has Latin etymology (from vertex) is equipped with the new common-rail NEF4 engine, produced by Fiat Powertrain Technologies in Sete Lagoas, which ensures low fuel consumption and emissions. This engine, which is the most modern and advanced in its segment, is ready to meet the requirements of Euro V regulations

The vehicle is also equipped with a ZF transmission, Dana front axle, Meritor rear axle and Master / Knorr Bremse brakes and will be available in versions at 9 and 13 tonnes.

Developed on a platform of Iveco joint venture in China and integrated with advanced European technologies, the new Brazilian product has a level of local content amounting to 85% and a high degree of reliability (during the design phase, local Iveco preferred suppliers, already established in the Brazilian market, were awarded contracts), so that Iveco has decided to offer the new model with an unprecedented guarantee for the segment: 1 year full warrantee for the entire vehicle plus an extra year for the drive line.

The Vertis promises to be a great commercial success. Even before its official launch on the market, Iveco has in fact already received orders for nearly all of the 2010 production and the vehicle is a candidate to become a leader within the urban and interurban transport segment, nationwide.

Thanks to Vertis, Iveco enters the medium vehicle segment with a state of the art product, representing approximately 20% of the Brazilian truck market. In this way, the company has become a full range manufacturer, able to manufacture and market cutting-edge products available for each market segment in Brazil.

South America, particularly Brazil, represents for Iveco, one of the four pillars of its strategic plan 2010-2014. The completion of the Latin American product range is one

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of the major objectives among its top priorities to bring the company to double-digit profitability by 2014. Vertis represents, together with the development of the distribution network and an increased market share, the means to confront, with the maximum benefit, the currently favourable economic situation in Brazil.

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, 22nd October 2010

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