

## Iveco: Genius and Safety of Customer Services

The project, "Iveco Days", underwritten by Iveco Customer Service, has returned for the year 2010" as every year, in summer and winter, offering free check-ups for customers having Daily, Eurocargo and Stralis vehicles.

In Italy the campaign, which began recently and will run until December 15, will be accompanied by a very attractive commercial offer. Iveco customers, as well as taking advantage of a free check up on the whole vehicle range, can also take advantage of discounts on original spare parts. The initiative is also linked to a competition that is giving away various prizes, all characterised as "Ivecodays", including a trip to the Maldives, a fully HD TV and an I-pad.

The main themes of the communication campaign of Iveco Days this year are "Ingenious and Safety in the service of man," a pay off derived from Leonardo da Vinci, designed specifically to give continuity to the message of the recent Hanover Show, where ' Vitruvian Man was in the centre of the Iveco stand. And the centrality of man is the metaphor that completely describes the parallelism with the Iveco strategy that puts Man, or rather the customer, at the centre of the company's activities: from product design to its commercialisation, from customer assistance to the specification of specialised financial services.

It is in this sense, emphasising once again, how to keep one's vehicle in the best of running condition by the professionalism and 100% original spare parts offered by the Iveco service network.

Similarly, the great idea behind the Original Spare Parts concept combines perfectly with the safety that only a genuine part is able to give.

The initiative is not restricted only to the Italian territory, but will also have an international impact involving the network of Iveco dealers and workshops in the other 25 other European markets.

### 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*



Trucks and  
Commercial Vehicles

**IVECO**

*in over 160 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.*

Torino, 9<sup>th</sup> November 2010

*For broadcast-standard video supporting this press release, please visit [www.thenewsmarket.com/iveco](http://www.thenewsmarket.com/iveco).*

**Press Release**