

Iveco warms the engines for the MotoGP

The 2011 MotoGP season opens with the exciting night race in Qatar, to be held in Doha next Sunday and in which Iveco will be present on the starting grid. For the second year running, Iveco will be the commercial vehicle supplier to the MotoGP, the most important championship in the world of motorcycle racing, with over 60 years of history, broadcast in 207 countries and followed by a TV audience of, on average, 28 million for each race.

Thanks to the agreement established last season with Dorna Sports, the Iveco brand will again be present and will be visible in many circuits. Moreover, as for the past two seasons, the company will be title sponsor of the Australian race at Phillip Island, which will be called "The Iveco Australian Motorcycle Grand Prix 2011" and will see the entire circuit branded Iveco.

Also this year Iveco will be behind the transportation of the entire MotoGP "circus" with 15 Stralis tractors and 4 ECODAILY combis and vans, delivering fittings, equipment and personnel along the route that unites the 18 races of the World Championship.

The partnership continues between Iveco and Team Yamaha with the reigning World Champion, Jorge Lorenzo, and Ben Spies, considered to be the most promising newcomer of 2010. The association between the two companies has led to excellent results with the conquest by Yamaha of the "Triple Crown" for the third consecutive year and of all three world championship titles (Driver, Team and Constructor). 7 Stralis and 2 ECODAILY vehicles will be responsible for transporting the team and the bikes with all the associated materials, to and from each circuit, along with offices and mobile workshops. New this year, is the Iveco logo that will be visible on the racing bikes.

This further involvement by Iveco in the world of MotoGP is an integral part of the company's communication strategy that, in close harmony with its international appetite for continuous research into initiatives that fully express the great vitality and positive energy that contribute to and align itself with the values of loyalty, determination and team spirit which underline the nature of sport in general.

Iveco



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Iveco, a Fiat Industrial company, 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 24 production units in 11 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, 16th March 2011

For broadcast-standard video supporting this press release, please visit www.thenewsmarket.com/iveco.