



The next MotoGP in Holland to be Branded Iveco

Aware of the increasing popularity of MotoGP - the last race in Portugal saw a boom with over five million viewers in Italy and more than 30% share of the commercial target - Iveco has decided to strengthen its presence in the World Championship, linking its name to the Dutch race in Assen, in addition to the Phillip Island race in Australia. Iveco will actually be the *Title Sponsor* of the race, scheduled for Saturday, 25th June at the historic and prestigious Dutch circuit, now in its 81st season, which will be called the IVECO TT Assen 2011.

At Assen, as in other circuits, the Iveco brand will be prominently displayed, visible throughout the track. In particular, the ECODaily logo will be present on two of the track's curves, on the starting straight and on the bridge over the starting grid. Iveco's presence will also be visible on the podium, and for the after-race interviews and awards. Moreover, in the area outside the circuit an exhibition dedicated to the Iveco range of vehicles will be set up.

This new sponsorship is, in fact, further testimony to the commitment of Iveco to this sport and the intense collaboration with Dorna Sports, in place for two years now, and that has already been expressed with the assumption of the role of Truck & Commercial Vehicle Supplier to the MotoGP and Official Sponsor of the Yamaha Factory Racing team of the defending champion Jorge Lorenzo.

The new initiative confirms Iveco's willingness to use the sport as the main vehicle for its brand promotion strategy and to become more and more a point of reference in the MotoGP circus.

To reaffirm the company's commitment, Franco Miniero, Senior Vice President Sales & Marketing at Iveco, stated: "*The relationship with this sport, a symbol of cutting-edge technology but also of strong emotions, still gives us a great opportunity to give the Iveco brand worldwide recognition. Our vehicles, lined up in the paddock at every race, are evidence of how the Iveco brand is now even more present in MotoGP and is always looking for new initiatives to inform customers of the values of loyalty, determination and team spirit, which governed the sport in general, but also those in which the company believes, applying them in its daily activities.*"

Iveco



IVECO

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 May 2011