

Iveco and Miki Biasion: from the Bologna Motorshow to Dakar 2012

Iveco and Miki Biasion will be taking part in the 36th edition of the Bologna Motorshow with the Trakker, which will soon be setting out for the 2012 edition of the Dakar, the world's most famous rally, running from 1 to 15 January.

After starring in Iveco's 'Porte Aperte' held last weekend at the Fiat Industrial Village, which saw the participation of around five thousand visitors, Biasion and the Trakker will be giving a display of acrobatics on the final day of the Motorshow, Sunday 11 December, at the Mobil 1 Arena.

The Dakar Trakker will also be leading the field at the Bettenga Memorial, one of the most eagerly awaited events of the Bologna Motorshow, which will see a challenge between some of the world's best rally drivers on the Mobil 1 Arena track.

During the display, the Trakker will be accompanied by two New Dailys, a van and a chassis-cab, driven by two professional drivers. For the two vehicles, Bologna will be the first and only Italian stop in the "New Daily - Fit for a Superhero" European tour which will continue through January and February 2012.

Departing from the factory in Suzzara, in the province of Mantua, where the Daily is produced, the two vehicles will travel to Munich, then on to Hamburg, Paris, Amsterdam, Copenhagen and Stockholm, seeking out the real stars of work, tradesmen, manual workers, retailers, tackling their daily tasks.

Through food markets, garden nurseries, work sites and workshops, Fosco Giulianelli, blogger and photographer, will be travelling on one of the vehicles across Europe, photographing and interviewing the 'men at work' in the field. The tour will be documented in videos and photos on the Iveco's Website and the main social networks (Flickr, Facebook, Youtube and Twitter). Furthermore there will be a special competition on Facebook where users can vote for their favourite snapshot and choose their perfect Superhero.



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, 9th December 2011