

The Iveco new Stralis Hi-Way starred at the Aragon stage of the Moto GP in Spain

The new Iveco **Stralis Hi-Way** heavy truck starred prominently at the MotorLand circuit during the “**Gran Premio IVECO de Aragon**”, Spain, which took place last weekend.

The vehicle, recently named “**International Truck of the Year 2013**”, by the most important European trade magazines, was present at the Iberian circuit in the role of “Safety Truck” during the lap prior to test runs, while two further new Stralis Hi-Way trucks were on show in the paddock and in the public area.

In addition, the Iveco brand - through the new heavy range vehicle, dressed in the original orange launch colour - was clearly visible along the entire track and, in particular, on the bridge of the starting grid, along the wall of the starting straight and on two curves of the track. Iveco was also on all the official communication materials of the circuit that itself, just as in April with the stage in Assen, bore the name of the company.

The Iveco brand with the “Truck of the Year 2013” logo appeared on the livery of the Yamaha YZR-M1 bike of the Team Yamaha Factory Racing. Starting with this race and during the following four stages of the Moto GP World Championship 2012, **Iveco will accompany on the track the bikes of Jorge Lorenzo and Ben Spies.**

This initiative confirms the long-standing partnership between Iveco and the Yamaha Factory Racing Team: Iveco is Official Sponsor and provides seven Stralis trucks and two Daily vans to transport, from one circuit to the next, the bikes together with equipment, workshops and mobile offices.

Iveco's close involvement with the World Motorcycle Championships confirms its link with the sport's world and its values of energy, rigour and team spirits. Furthermore, this is a great opportunity to promote the Iveco full range of commercial vehicles and the brand throughout the world.



Iveco

Iveco, a Fiat Industrial Group company, designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, quarry/construction site vehicles, city and intercity buses and special vehicles for applications such as firefighting, off-road missions, defence and civil protection.

With approximately 25,000 employees, Iveco manufactures in 11 countries around the world using the most advanced technologies. The company also operates in Europe, China, Russia, Australia and Latin America. Approximately 5,000 sales and service points in over 160 Countries guarantee support in any geographic area where there is an Iveco vehicle at work.

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