

Iveco on the playing field for Haiti

Iveco once again lends its name in support of an important solidarity initiative, demonstrating the company's continued commitment to humanitarian activities. The occasion for its latest initiative is the **ITALY – HAITI charity football match**, which takes place on **Tuesday, June 11th in Rio de Janeiro, Brazil**. This charitable match between the two countries is organized with the aim of providing relief to the population of Haiti, which was severely impacted by the 2010 earthquake on the island. It will be broadcast live in Italy on the RAI 1 television network.

The event is organized by the Italian Football Federation and the Haitian Football Federation. The **800-111-666 toll-free number** will be active throughout its televised transmission for viewers to make donations in support of Haiti.

Through this participation, Iveco once again reaffirms its awareness and sensitivity to the plight of the Haitian population following the earthquake that devastated the island in January 2010. Since the natural disaster, the company has provided technical, monetary and vehicle assistance to the local population, including the donation of four Daily vehicles and the deployment of specialized personnel to provide technical assistance. For the ITALY – HAITI match, the Iveco name will be visible around the football field with promotional messages for the new Daily displayed on LED screens.

This initiative is the latest in a longstanding collaboration between Iveco and the Italian National Football Team. Iveco supplies the team's "Official Coach", a Magelys PRO 12.8 coach, which will be used until the end of 2014. This vehicle transports the team and members of the National Italian Football Federation from the technical center in Coverciano to Italian stadiums and airports for international away games.



Iveco

Iveco, a Fiat Industrial company, designs, manufactures and markets a wide 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 firefighting, off-road missions, defence and civil protection. Iveco employs over 26,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.

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