

## Champions transport champions: Iveco teams up with the All Blacks as European Supporter for their Fall European Tour

- *The All Blacks and their management team will travel on two Magelys, International Coach of the Year 2016, and four Daily Minibus Hi-Matic, International Van of the Year 2015, during the Fall European Tour of the Rugby World Champions*
- *Within the partnership with the All Blacks, Iveco is auctioning for Unicef a New Stralis XP and a Magelys, both one-of-a-kind vehicles with the unique All Blacks livery, signed by the team*
- *The auction opened on Tuesday 25 October and will close on Monday 21 November on the CharityStars website [[www.charitystars.com](http://www.charitystars.com)]*
- *The New Stralis XP Emotional Truck will also be the flagship vehicle of the All Blacks Stralis XP TCO<sub>2</sub> Champion Limited Edition, wearing the unique All Blacks livery.*

Turin, 26 October 2016

From 6 to 27 November, **Iveco** will be **European Supporter of the All Blacks**, and will provide the team with six **Iveco vehicles** – **two Magelys and four Daily Minibus Hi-Matic** – which will be used to transport the All Blacks and their management team during the Fall European Tour. The three European fixtures for the New Zealand squad will be test matches: 12 November at Stadio Olimpico in Rome, 19 November at the Aviva Stadium in Dublin and 26 November at the Stade de France in Paris.

As part of this partnership in 2016, Iveco and the All Blacks are teaming up in a gesture of solidarity: they will auction two unique vehicles signed by the team – a **New Stralis XP All Blacks “Emotional Truck”** and the **Magelys** used by the team in their Fall European Tour – on the CharityStars website [[www.charitystars.com](http://www.charitystars.com)], the first charity fundraising platform that channels online auction proceeds towards solidarity campaigns.

The auction opened on Tuesday 25 October and will close on Monday 21 November. The funds raised through the auction will be donated to **UNICEF, the United Nations Children's Fund**, which

protects and promotes children's rights across the world and contributes to improving their standard of living.

**Pierre Lahutte, Iveco Brand President**, commented: *"Iveco and the All Blacks are teaming up once again for a European tour and, this time, also for a gesture of great solidarity in support of Unicef's work. We are extremely proud that our own champions, the New Stralis TCO<sub>2</sub> Champion and the Magelys, Coach of the Year 2016, will bear the team colours of Iveco and the All Blacks in support of this generous action."*

The **All Blacks "Emotional Truck"** is a version of the **New Stralis XP** dedicated to the All Blacks Team as a special tribute to Iveco's great partnership with the three times in history Rugby World Champions. The vehicles' livery was designed and produced by the CNH Industrial Design team, who devoted particular attention to the personalisation of the vehicle with the colours and graphics of the New Zealand team. The **"Emotional Truck"** celebrates the advances made with the New Stralis XP, the most reliable and fuel-efficient truck on the market, designed to maximise reliability and reduce CO<sub>2</sub> and TCO. The completely renewed driveline, new best-in-class transmission, re-engineered engine, proven HI-SCR technology, the latest-generation GPS predictive functions and all the new features generate fuel savings of **up to 11,2% as confirmed by the recent TÜV tests results**. The extraordinary TCO and CO<sub>2</sub> performance makes the New Stralis XP a true TCO<sub>2</sub> Champion.

As testament to the importance of this partnership with All Blacks, Iveco will also produce a **special Limited Edition of New Stralis XP TCO<sub>2</sub> Champions** bearing the team's colours, taking inspiration from the **New Stralis XP All Blacks "Emotional Truck"**.

## Iveco

*Iveco is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). Iveco designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, and vehicles for applications such as off-road missions.*

*The brand's wide range of products include the Daily, a vehicle that covers the 3 – 7 ton vehicle weight segment, the Eurocargo from 6 – 19 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, the Iveco Astra brand builds off-road trucks, rigid and articulated dumpers as well as special vehicles.*

*Iveco employs close to 21,000 individuals globally. It manages production sites in 7 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 4,200 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.*

*For further information about Iveco: [www.iveco.com](http://www.iveco.com)*

*For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)*

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