

Press Release

IVECO partners with Saudi Arabia's RWG Community for the Riyadh Marathon to encourage women inclusivity in Saudi Arabia sport events

Following its DE&I vision, IVECO as main sponsor, in collaboration with its official dealer Arabian Auto Agency, supports Riyadh Women GettingFit (RWG), the largest all women's fitness community in the Kingdom of Saudi Arabia, for the third edition of Riyadh International Marathon.

Riyadh, 16th January 2024

IVECO, energetically active in the Diversity, Equity & Inclusion programs, is the **RWG Community** official partner for the **2024 Riyadh Marathon**, which will take place on February 10th. This initiative, hosted by the Saudi Sports for All Federation (SFA) and supported by the *Ministry of Sport, Quality of Life Program*, and the *Saudi Arabian Athletic Federation*, aims to promote a more active and healthier lifestyle.

Thanks to the participation of IVECO and the RWG Community at the marathon, more women than ever will take part in the third edition of the race, making this sport event a cornerstone of personal empowerment for many women in their daily life: thanks to the initiative, 38.3% of women now participate in different types of workouts every week, an estimated increase of 150% between 2015 and 2023 of female involvement in sports.

Riyadh Marathon 2024 will in fact include the largest number of participants, especially women, compared to 2022 with 10,000 participants and 15,000 in 2023. This is also because the race will offer multiple race distances, organized as follows: full marathon (42.2km), half-marathon (21.1km), 10km race and a 4km run specifically designed for kids, families, and beginners, allowing everyone to take part, regardless of age or athletic ability.

IVECO and the RWG Community will provide a welcoming and professional female fitness team to prepare women for the 2024 Riyadh Marathon with in-person training sessions across the city of Riyadh as well as online strength and conditioning training sessions.

Elvira Ferrara, Network Development & Marketing Manager, commented: *"IVECO's decision to support the RWG Community, in collaboration with AAA, our official dealer in the Kingdom of Saudi Arabia, is a great example of IVECO*

vision in terms of Diversity & Inclusion. We are not alone in our Diversity & Inclusion journey and embracing diversity, equity, inclusion, representation, and an overall sense of belonging can significantly change perceptions of the world around us. We go beyond."

Zuzana Kalous, founder of the RWG Community, said: *"I am proud to participate in the Riyadh Marathon 2024 with my community and I am glad of IVECO's presence. Events such as the Riyadh Marathon encourage women to become physically involved in sporting activities and create a healthy and vibrant society, and I am sure that this will strongly contribute to Saudi Vision 2030 Quality of Life Objectives"*.

IVECO

IVECO is the brand of Iveco Group N.V. (EXM: IVG) that designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks and vehicles suitable for any body type.

It constantly innovates and extends its product portfolio to provide every customer with the vehicle that matches their mission precisely. Its full-line offer is designed around the Driver's needs to deliver an excellent experience with a focus on safety and comfort. A wide range of advanced digital, connectivity-enabled services developed to help fleet owners run their fleet efficiently enhance IVECO's complete transport solution.

IVECO pursues its decarbonisation strategy through a multi-energy approach that includes the further development of bio-methane, battery electric and fuel cell technologies.

IVECO operates 6 manufacturing plants and 7 research and development centres. It counts on 3,500 sales and service points in over 160 countries, which guarantee technical support wherever an IVECO vehicle is at work.

IVECO drives the road of change by powering the transformation of the transport industry, propelled by the ambition to be the most reliable partner and full-line player for its customers.

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