

## Press Release

### **IVECO Celebrates 50 Years of Pioneering Innovation, Embracing its Strong Heritage to Drive the Road of Change**

- *IVECO celebrates its rich history of innovation and reaffirms its commitment to moving society forward by partnering with strategic partners, bodybuilders, dealers and customers to power the transformation of the transport industry – Driving the Road of Change.*
- *IVECO - acronym of Industrial Vehicles Corporation - was founded in 1975 with the union of five leading European industrial vehicle manufacturers: Fiat Veicoli Industriali (which included Officine Meccaniche and Lancia Veicoli Speciali), Unic, and Magirus-Deutz.*
- *A year-long series of events and activities honouring the brand's rich legacy while showcasing its forward-looking vision will culminate in an Iveco Group four-day celebration in Turin under the theme "50xBeyond".*
- *IVECO commemorates its 50<sup>th</sup> Anniversary with Limited Edition heavy and light vehicles featuring a specially designed livery.*

*Turin, February 25<sup>th</sup> 2025*

IVECO proudly marks 50 years since its foundation in 1975, when five leading European industrial vehicle manufacturers came together, with a programme of activities to celebrate its rich legacy of excellence and innovation in the transport sector. Together, these commemorations reflect IVECO's enduring commitment to progress, its strong connection to its roots, and its vision for the future. On its 50<sup>th</sup> anniversary, IVECO honours the past, celebrates the present, and embraces the exciting opportunities that lie ahead.

Today, IVECO is one of the main players in the global transport sector, it has established a global presence with a manufacturing footprint that includes 7 production sites and 8 Research and Development Centres in Europe, Asia, Africa, Oceania and Latin America, and a widespread dealer network with 3,500 sales and service outlets supporting customers in over 160 countries.

*"Over the past 50 years, IVECO has thrived through collaboration and innovation. Our success is a testament to the collective effort of everyone who has been part of our journey – our employees, dealers, customers and*

*partners. Together, we have built a brand that is ready to face the challenges of the future. We have contributed to shaping the history of commercial mobility and we feel empowered by our legacy and the strong foundations we have built”, commented Luca Sra, President, Truck Business Unit, Iveco Group.*

### **A year of celebrations to honour the past and embrace the future**

IVECO's 50<sup>th</sup>-anniversary celebrations will culminate in **“50xBeyond”, a landmark four-day event** by Iveco Group at Officine Grandi Riparazioni-OGR Turin from 12 to 15 June. This flagship gathering will honour IVECO's rich heritage, deeply rooted in its Italian DNA, while shining a light on its bold vision for the future. Turin – a city central to IVECO's history, a symbol of its Italian origins, and the headquarter of Iveco Group – has been chosen as the venue for this milestone event, reflecting the brand's deep connection to its roots. Bringing together institutions, customers, investors, dealers, partners, and all stakeholders that have contributed to building the history of the brand and shaping its future, the event promises to be a fitting tribute to five decades of excellence and innovation. It will serve as a platform for reflection, collaboration, and inspiration, celebrating the company's accomplishments, **recognising the contributions of its people**, and **reaffirming its pride in its heritage** while looking ahead to the next chapter of IVECO's journey.

Beyond this signature event, IVECO is planning a year-long programme of activities to connect its legacy with its future aspirations. Customers will be invited to exclusive driving experiences in Turin and Madrid, where the historic Pegaso brand was born and where IVECO Spanish headquarters are now, allowing them to engage with IVECO's cutting-edge vehicles in real-world settings. Meanwhile, IVECO vehicles will take centre stage in iconic locations across Turin, creating unforgettable moments for residents and visitors, and interactive art installations will engage communities, showcasing IVECO's innovative spirit in new and unexpected ways. The celebrations will extend beyond the brand's birthplace, engaging the IVECO community with local events across the world, from Argentina to Australia.

### **IVECO celebrates milestone with Limited Edition vehicles featuring exclusive commemorative designs**

IVECO will also mark this significant milestone with the release of Limited Edition light and heavy vehicles bearing specially designed commemorative liveries that blend the brand's rich heritage with its forward-looking ethos. The Limited Edition IVECO S-Way will be officially launched in May at the Moto GP in Misano. Available in three colours, it will feature distinctive elements including a commemorative sticker, Anniversary logo and coloured grille, as well as customised interiors. The Limited Edition Daily will be available in cab and van, with a Premium version featuring Anniversary stickers and logo, and customised interiors, while a Basic version will have the Anniversary sticker on the door.

### **A future-ready approach: 50 years pursuing innovation, sustainability, and customer-centric solutions**

IVECO's journey began in 1975 with the union of five leading European industrial vehicle manufacturers: **Fiat Veicoli Industriali** (which included **Officine Meccaniche** and **Lancia Veicoli Speciali**), the French **Unic** and the German **Magirus-Deutz**. Together, they combined over 150 years of engineering expertise and innovation under one name: IVECO, acronym of Industrial Vehicles Corporation. Through acquisitions, alliances and partnerships, it has become a major player in road transportation on the world stage, establishing a presence as a manufacturer and commercial provider in the most important industrialised countries and emerging markets alike. Since its foundation, IVECO has been synonymous with excellence, combining tradition and innovation to deliver vehicles that meet the diverse needs of its customers. Today, IVECO, together with ASTRA, FPT Industrial, HEULIEZ, IDV, IVECO BUS and IVECO CAPITAL, is part of a Group that represents seven brands, offering a comprehensive range of commercial vehicles, powertrains, buses, specialty vehicles and financial services.

Through its **unwavering commitment to sustainability and innovation**, IVECO has long been a pioneer in the transportation industry, pushing the boundaries of eco-friendly mobility, allowing customers to reduce their carbon footprint without compromising on performance. The company is uniquely positioned as a global leader in the field of alternative energy solutions, and is the only manufacturer to provide natural gas technology across its entire range of light, medium, and heavy-duty vehicles. Driven by its **multi-energy approach**, IVECO continues to invest significantly in the development of alternative powertrains, including electric and hydrogen technologies, reinforcing its leadership in the transition to sustainable transportation.

At the core of IVECO's business philosophy is a deep commitment to putting the **customer first**, recognising that each operation is unique. With its wide range of light, medium and heavy vehicles, from 2,5 to 60 tons, complemented by an extensive **suite of services**, it provides comprehensive transport solutions tailored to specific business and operational requirements, empowering customers to succeed in an ever-evolving market. Through continuous advances in **telematics, digitalisation and connectivity**, IVECO further enhances this tailored approach, offering intelligent solutions that drive efficiency, performance, and business growth, as well as enhancing the driver's quality of life on board. This bespoke approach has earned IVECO the trust of thousands of customers worldwide, from fleet operators to small businesses, all of whom benefit from the brand's ever-lasting expertise.

IVECO's commitment to sustainability extends beyond product offerings. The company has embedded eco-design principles in every aspect of its operations, from manufacturing processes to end-of-life vehicle management. IVECO's continuous investment in research and development ensures that it remains at the forefront of sustainable mobility, working with partners across industries to drive the future of transport.

With a long history of excellence and a clear vision for the future, IVECO stands as a trailblazer in the commercial vehicle market, offering a unique combination of best-in class innovation, reliability, and sustainability.

## From extreme terrains to eco-friendly tours: proving performance through iconic partnerships

IVECO has consistently demonstrated its commitment to excellence, partnering with global sports icons like **Scuderia Ferrari**, **Moto GP** and New Zealand's **All Blacks**. Through initiatives like the **Overland** project and tough competitions such as the **Dakar** off-road rally, it has proven the reliability and durability of its vehicles as they overcame extreme terrains and weather conditions. A long-time supporter of the **European Truck Racing Championship**, IVECO has sponsored winning teams and advanced decarbonisation goals with its natural gas-powered S-Way LNG Pace Truck. Last year, IVECO furthered raised the profile of sustainable transport through a partnership with **Metallica**, using its multi-energy fleet to deliver low-carbon logistics for the European leg of the band's M72 World Tour, setting a new standard for eco-friendly event transport.

## Driving the Road of Change with a forward-looking approach

Over the past 50 years, IVECO has continually driven progress, expanding its product lineup and embracing new technologies to anticipate and meet changing market demands. As it celebrates this milestone, IVECO honours the dedication and vision that have shaped its identity and fuelled its success. This rich heritage forms the foundation for IVECO to not only reflect on its achievements but also look ahead with a **clear vision for the future**.

IVECO is committed to continue delivering intelligent, sustainable mobility solutions for customers worldwide. **Quality** forms the backbone of its entire value chain, ensuring that every product and service embodies excellence and innovation. Focus places customers at the heart of IVECO's mission, driving the development of new solutions that anticipate and meet evolving marketing demands. This forward-looking approach will propel IVECO to the next level, paving the way for continued leadership in shaping the future of mobility.

## IVECO

IVECO is a brand of Iveco Group N.V. (EXM: IVG). IVECO 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. IVECO's full-line offer is designed around the Driver's needs to ensure 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 manages production sites in 7 countries throughout Europe, Asia, Africa, Oceania and Latin America.  
3,500 sales and service outlets in over 160 countries 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.

**For further information, please contact:**

**IVECO Press Office – EMEA Region**

[ivecopressoffice@ivecogroup.com](mailto:ivecopressoffice@ivecogroup.com)

[IVECO Press Room HomePage](#)

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