

Press Release

IVECO took part to the first edition of Desert Master, a new rally raid held in the Tunisian desert

IVECO entered with an IVECO Daily 4x4 in a new off-road competition in the middle of the desert invented and organized by Edo Mossi, former Dakar Rally coordinator.

Djerba, 4th November 2023

IVECO participated to the first edition of **Desert Master**, a **non-competitive 100% sand and navigation race in the Tunisian desert** with participants from all over the world. The event started near *Ksar Ghilane* on the 30th of October and ended in *Djerba*, where an award ceremony was held to celebrate the contestants who drove with 4x4 vehicles for 6 days, following a road book made of 5 difficult stages to reach.

Taking inspiration from the most famous desert race in the world, the *Dakar Rally*, the contest was characterized by eliminating the competitive component, becoming a non-timed sporting event where adventure, driving, and exploration in the dunes took over. To distinguish the raid was also the attention to the environment, with a long list of recommendations that every racing team had to comply with in terms of separate waste collection and protection of the land from fuels and oils during repairs and refueling.

It is the first time that IVECO joins in this kind of off-road raid and it is noteworthy that IVECO is the only brand to actively race with its own vehicle. The company, indeed, was well represented by the pilot **Giuseppe Francesco Simonato**, **IVECO Motorsport Specialist**, and **Bergomi Fulvio**, **IVECO LCV Mechanical Test driver**, co-pilot and technician of the team. They raced in an IVECO Daily 4x4, without any external assistance. Nevertheless, IVECO Africa & Middle East official dealers for Tunisian market followed the IVECO team supporting the initiative and following the run.

Hichem Mechim, **Area Manager for Tunisia**, acting on behalf of Tunisian dealers and participating to the closing award event held at Hotel Plaza Thalasso & Spa in Djerba, said: *"The Desert Master 2023 was a wonderful competition and a truly attractive initiative for the market. It has also been an excellent opportunity for our brand to*

show how our 4x4 vehicles are suitable for any type of off-road mission. I really hope that it can increase interest in the coming years to involve our customers.”

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 for applications such as off-road missions.

The brand's wide range of products include the Daily, a vehicle that covers the 3.3 – 7.2 ton vehicle weight segment, the Eurocargo from 6 – 19 tons and, in the heavy segment above 16 tons, the IVECO Way range with the on-road IVECO S-Way, the off-road IVECO T-Way and the IVECO X-Way for light off-road missions.

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. 3,500 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

For further information, please contact:

IVECO Press Office – Africa & Middle East

Sabrina Cannetti

E-mail: sabrina.cannetti@ivecogroup.com