

Press Release

28 February, 2025

IVECO celebrates 50 Years

IVECO has marked 50 years since its foundation in 1975, when leading European industrial vehicle manufacturers, Fiat Veicoli Industriali (including Officine Meccaniche and Lancia Veicoli Speciali), Unic and Magirus-Deutz, came together to form the company, setting it on a course to become one of the world's largest and most recognised commercial vehicle brands.

Today IVECO – an acronym of Industrial Vehicles Corporation – has an established global presence with a manufacturing footprint that includes seven production sites and eight research and development centres in Europe, Asia, Africa, Oceania and Latin America. These facilities are supported by an expansive dealer network with 3,500 sales and service outlets supporting customers in over 150 countries.

On its 50th anniversary, IVECO honours the past, celebrates the present and embraces the exciting opportunities that lie ahead as it Drives the Road of Change, and to mark the occasion, a series of events will be held throughout the year including a four-day celebration at its Turin, Italy headquarters under the theme '50xBeyond'.

Commenting on the occasion, President, Truck Business Unit, Iveco Group, Luca Sra, noted the achievements and future aspirations of IVECO.

"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," Mr Sra said.

"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."

A commitment to sustainability and innovation

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.

IVECO in Australia

IVECO entered the Australian market in 1992 after acquiring International Trucks, and gradually expanded its model offerings to our market. Today IVECO boasts one of the broadest product ranges available in Australia, ranging from passenger car licence vans and cab chassis through to B-Double capable prime movers.

Complementing its roadgoing range is a line-up of extremely capable off-road vehicles including Daily 4x4, Eurocargo 4x4 and T-Way 4x4, 6x6, 8x4 and 8x8 models.

All models combine the latest technologies from Europe with extensive local testing and engineering, to ensure vehicles thrive in demanding local conditions. IVECO is also a leader in alternative fuels and propulsion systems and is currently trialling its battery electric eDaily models with prominent Australian fleets.

IVECO vehicles are supported by a nationwide dealer network of 60 outlets (including service and parts locations) and are backed by comprehensive standard warranties with options to extend to 7 years or 1,000,000kms model dependent. For an easier ownership experience, IVECO also offers service and maintenance packages and complimentary* 'IVECO On' Telematics on selected heavy-duty models.

*12 months free subscription.

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IVECO Trucks Australia

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.

IVECO operates six manufacturing plants and seven 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.

For further information about IVECO Australia:

www.iveco.com.au

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