

Press Release

50xBeyond: IVECO Celebrates 50 Years of Innovation, Heritage and Italian Excellence

- *50xBeyond: a powerful tribute to IVECO's Italian roots and rich history, and a bold vision for the future. The IVECO world converges in Turin to celebrate the brand.*
- *The celebration looks ahead to the future with the unveiling of the latest electric vehicles, extending its sustainable offering: the IVECO S-eWay Artic heavy-duty truck, and the eJolly and eSuperJolly light commercial vehicles.*
- *IVECO celebrates its 50th anniversary with the S-Way Limited Edition Anniversario on display at the event.*
- *A historic parade through Turin brings IVECO's rich heritage to the streets of its hometown.*

Turin, June 12th 2025 – IVECO is hosting 50xBeyond, a spectacular four-day celebration in Turin from June 12 to 15 that brings together the IVECO community to mark its 50th anniversary with a powerful tribute to its Italian roots, rich legacy, and vision for the future. Held at the iconic OGR Torino – the late 19th-century industrial complex now turned into a hub of culture and innovation – the event welcomes Italian and international customers, institutions, universities, media, dealers, and employees, offering a unique experience that combines innovation, heritage, and Italian excellence. The 50xBeyond event marks a significant milestone and, importantly, is a heartfelt celebration of all the people who have contributed to IVECO's journey over the last five decades and who, through their passion and dedication, continue to shape the brand's evolution every day.

"50xBeyond is a joyful celebration and a living expression of IVECO's 'spirito in movimento', honouring five decades of radical innovation and setting the stage for our future," said Luca Sra, President, Truck Business Unit, Iveco Group. "Throughout its history, IVECO has constantly evolved, anticipating the needs of our customers and meeting them through our pioneering spirit. Always looking to the future, we have shaped the transport industry with groundbreaking advancements and vehicles that embody innovation, design and sustainability. Now we are ready for the next phase with our line-up that stands out for its unique combination of best-in-class innovation, reliability and sustainability. The road ahead will be even bolder, smarter, and more human. We will move forward in the spirit of progress - the spirit in motion that will drive IVECO into the future."

An immersive journey through IVECO's past, present and future

Set in Turin, the birthplace of IVECO and home to its headquarters, 50xBeyond offers a rich four-day programme. The OGR venue has become the epicentre of the IVECO world, where guests are taken on a journey through IVECO's history, offering an immersive experience of the brand through talks, performances and a display of historic and the latest models of vehicles and engines. During the event, IVECO is spotlighting its increasingly premium force in the market. Technologically advanced and deeply customer-focused, IVECO is leveraging its strong heritage and relentless drive for innovation to deliver customer-centric solutions that boost business profitability while enhancing the driving experience - putting the driver even more at the center. IVECO is setting the spirit of the future in motion by harnessing the synergistic contributions of a growing network of dealers and strategic partners who share the same forward-looking mindset.

Olof Persson, CEO of Iveco Group opens the first two days setting the tone for the celebrations to reflect on IVECO's legacy and achievements and present a clear and bold vision for the next 50 years.

Under the theme of "*Empowering Stories*", an inspiring line-up of guest speakers contributes their experiences of excellence, innovation and determination. **Alberto Alessi**, Design Guide of Alessi SpA, in dialogue with Olof Persson, touches on shared values of Italian creativity and industrial design. Former IVECO CEO and General Manager **Paolo Monferino** joins Luca Sra, and World Rally champion, Team IVECO **Miki Biasion**, in a conversation about IVECO's rich history and its evolving path. F1 Vice World Champion **Riccardo Patrese** and MotoGP[™] legend **Dani Pedrosa** offer powerful personal accounts of perseverance and performance at the highest level of motorsport.

The 50xBeyond event also involves universities, with sessions designed to foster a dialogue on innovation, mobility, and talent development, and Iveco Group employees, their families and friends – the people who have contributed to the company's success with their hard work and passion.

A legacy of innovation on display: honouring icons, unveiling the future

At the heart of 50xBeyond is an impressive vehicle display showcasing IVECO's legacy of engineering innovation and its continued evolution for the future. The brand's heritage is represented by historical milestones such as the Daily's very first model, which left IVECO's assembly line back in 1978, and the legendary Turbostar, a heavy road vehicle that became a best-seller in Italy and a major player in the European market in the 1980s. Signalling IVECO's sustainable future are the latest electric propulsion vehicles on preview for the first time.

The **IVECO S-eWay Artic** is making its first public appearance, expanding the brand's electric heavy-duty lineup following the 2024 launch of the S-eWay Rigid. With a long-haul autonomy of up to 600 km, this new range combines the best of the S-Way models with cutting-edge battery electric technology, providing an efficient zero-emission solution for long-distance and regional transport.

Also unveiled are two new electric vans that expand the brand's electric light commercial vehicle offering. The new vehicles result from the partnership with Stellantis Pro One announced this year in March. The **eJolly** is a fully electric van of 2.8 to

3.2t, designed for city centres and a reference for the medium segment covering the full spectrum of urban missions. The **eSuperJolly**, positioned in the 3.5-4.2t segment, combines over 420 km of range, optimal payload-to-battery ratio and excellent cost efficiency for mainstream delivery fleets.

The **IVECO S-Way Limited Edition Anniversario**, bearing an exclusive livery commemorating the milestone, is prominently on display next to the stage. The special livery includes a 50-Year sticker and Anniversary logo on the front, grille in the cab colour and additional optional elements. The interior features customized mats, seat and seat belt covers, dashboard in leather with an Italian flag. The Limited Edition will run to 250 units, which can be ordered in white, grey, and champagne colours, in the Arctic 4.x2 Diesel version. The IVECO S-Way Anniversario is now available to order.

A City-wide Celebration of the IVECO world

On the final day, a celebratory parade with sixteen vehicles that made the history of the brand and of wheeled transport, will parade through the city centre, from the Iveco Group Industrial Village to OGR Torino. This parade celebrates the brand's enduring role in the city's life over generations. The rare and symbolic models include vehicles dating back from the 1930s and 1940s featuring legendary examples such as the pre-war OM Taurus, the versatile OM Leoncino, the Fiat 690 and the IVECO 330 ANW Overland, known for travelling across remote areas, conquering extreme terrains and weather conditions in the 1990s. Also, on parade are icons of modern power and performance, such as the IVECO S-Way Metallica and S-Way carrying the Ferrari vehicles to the races.

A milestone with momentum

The 50xBeyond event marks a key milestone in IVECO's journey, reaffirming the brand's ambition to remain at the forefront of the transport industry, driving sustainability, performance and customer success with the 'spirito in movimento' that inspires it. The brand looks ahead to the future with confidence, backed by 50 years of innovation and a relentless pursuit of excellence.

IVECO

About 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 HVO, bio-methane, battery electric and hydrogen technologies.

It has established a global presence with a manufacturing footprint that includes 7 production sites and 8 Research and Development Centres. 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.

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