

Iveco and its new Stralis Hi-Way play key role at the MotoGP in Spain

The new Stralis Hi-Way, the flagship vehicle of the Iveco heavy range, will once again play the role of "Safety Truck" at the "Gran Premio Iveco de Aragon" on September 29th. In its role, the vehicle will perform a lap on the track before the trials.

The new Stralis Hi-Way will make its appearance in its emblematic bright orange colours on the MotorLand circuit, the very place where, one year ago, the vehicle celebrated its win for "International Truck of the Year 2013" with a victory lap.

The Iveco brand will have ample visibility throughout the circuit with visual branding positioned on the circuit grandstand, along the wall at the starting line and on two racetrack curves. The Iveco logo will also appear on all of the official communication materials for the circuit, as was the case for the past edition.

Iveco has been a partner and "Trucks & Commercial Vehicles Supplier" of the MotoGP, the premier motorcycle racing world championship, for four years running. This collaboration is established through the supply of four Dailys and 13 new Stralis Hi-Ways to Dorna Sports, the Spanish organizer and exclusive commercial rights holder of the MotoGP. These Iveco vehicles are used throughout the course of the competitive season for the transport of equipment, materials and mobile offices and workshops.

Also consistent with last year's edition of the MotoGP is Iveco's role as Official Sponsor of the Yamaha Factory Racing Team. The Iveco logo is once again present on the livery of the team's Yamaha YZR-M1 motorcycles which will be driven by Jorge Lorenzo and Valentino Rossi. The two racers, together with the new Stralis Hi-Way, are also the stars of an Iveco advertising campaign which will be printed in the leading European newspapers for the occasion of the "Gran Premio Iveco de Aragon".



The existing partnership between Iveco and Team Yamaha Factory Racing is also confirmed this season through the supply of seven new Stralis trucks, four of which feature a Hi-Way cabin, and a Daily van to transport equipment, materials, and mobile offices and workshops.

Iveco

Iveco, a Fiat Industrial company, designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as firefighting, off-road missions, defence and civil protection. Iveco employs over 26,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work. For more on Iveco visit: www.iveco.com

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