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PRESS RELEASE

A FASHION SHOW SURROUNDED BY IVECO VEHICLES FOR TORINO 2006

“Saturday Truck Fever” is the title given to an exclusive evening organised by Iveco with the collaboration of Walter Dang, a designer well known in Turin, as part of the initiatives to mark the Torino 2006 XX Olympic Winter Games.

Dang, who designed the new uniforms for the Iveco hostesses on duty at the Olympics, was invited to bring together two apparently distant worlds - the worlds of the commercial vehicle and of fashion - at the event that will take place on Saturday February 25, in Iveco’s Multifunction Centre in Lungo Stura Lazio, Turin.

In this ultramodern construction, in a luminous atmosphere created specially with lighting designer Lucifero, Dang will present his latest creations for Iveco Casual Wear for the season Spring Summer, characterised by the pictures of Iveco vehicles details printed on t-shirts, sweatshirts, jackets and trousers.

The “Piemonte Arte” collection, clothes inspired by art, and accompanied by bags and other accessories created by Mialuis will be paraded during the evening.

Although the fashion world is a new environment for Iveco, styling itself is no novelty. The company has always focused a great deal of attention on research into styling when it designs its vehicles. Collaboration with Bertone for the design of the Eurocargo and the recent cooperation with Pininfarina for the new Domino, the new model in the Irisbus Granturismo coach range, are just two examples.

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This commitment also extends to the design of its stands for international fairs and exhibitions; Iveco has always worked with famous design studios, such as Carma Design, which produced the project for the recent Amsterdam Commercial Vehicle Show, while Giugiaro Architettura designed the Iveco stand at Samoter (the International Earth Moving Equipment Show).

We should also mention the prestigious award received a few months ago for the design of the Iveco Customer Support Centre, which is housed in the Multifunction Centre; it received the “Award for Architecture” – 2005 edition – as part of a competition organised by the Institute of Architects of the Province of Turin, which selects the best project undertaken in the province every year.

The meeting of commercial vehicles and fashion could not have taken place in a better environment. The building that will host the fashion show is lightly curved with huge windows that look out onto the city, and was built with a new conception, which breaks with the typical perception of industry to create a functional, lively complex, in which the transparency of the windows creates a visual continuity between the activities performed inside and outside the building. The building reflects the latest design trends which put the individual and the environment at the centre of the creative process, the same trends that have produced the recent Ferrari complex in Maranello.

For one “different” evening, this centre will be populated by the models who show Dang’s collection; normally, about two hundred people work here, and activities include training courses for workshop technicians, the design of cutting edge diagnostic systems, and teleservicing, teleprogramming and teletraining activities.



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