

PRESS RELEASE

Already 5000 new Daily ordered in Europe

After introduction to the press at international level, the launch of the new Daily is going through its liveliest phase that includes meetings with the sales organisations of the single Countries. In the meantime, the new Daily has already aroused the interest of customers who are showing their confidence in this new Iveco vehicle with 5 thousand orders from all over Europe, even before it being launched on their respective markets.

A success and a good omen for the new Daily, which inaugurated a series of six events dedicated to the Iveco Sales Network in Italy, yesterday evening in the arena specially built within the area of Torino Esposizioni. Throughout this week, the introduction of new Daily will involve dealers and sellers from the 57 Iveco Dealers in Italy, together with Company staff and major Italian bodybuilders.

The international launch of new Daily started on May 10 and will extend almost until the end of June. Actually, a global-size event that is articulated into 36 meetings with more than 4000 participants, among which IVECO delegations from China, South America, South Africa, Turkey, and Australia.

The event is named "Professional DNA", which energetically stresses that Daily is made by professionals for professionals. It is a new vehicle designed starting from a deeper insight of product and brand features in view of involving the sales network both technically and emotionally.

A series of short films features top level professionals who express their points of view about of sturdiness, motricity, comfort, safety, and style and these aspects are related from time to time to the inspiring concepts, image or technologies of the new Daily.

Among the extraordinary testimonials who appear in the launch films, we are pleased to mention Enrico Fabris (the multimedalist speedskater at 2006 Turin Olympic Games), Paolo Martinelli (Ferrari's Engine Dept. Manager), Alfio Quarteroni (Professor at Lausanne University and scientific advisor for the design of Alinghi), Klaus Meder (Executive Vice-President of Bosch Chassis Systems Control), Gabriele Del Mese (Managing Director of Ove Arup Italia Engineering Firm), Alessandro Fiaschi (captain-pilot, Tornado instructor and former pilot in the Italian acrobatic team "Frecce Tricolori"), and last but by no means least Giorgetto Giugiaro (style designer of new Daily).

Iveco

Iveco designs, manufactures, and sales a broad 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 fire fighting, off-road missions, civil defence and protection.

Iveco employs 32,000 people and runs 49 production units in 19 Countries in the world using excellent technologies developed in 15 research centres. Besides Europe, the company operates in China, India, Russia, Turkey, Australia, Argentina, Brazil, and South Africa. More than 4,500 service outlets in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

www.iveco.com

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For more information: [pressoffice @iveco.com](mailto:pressoffice@iveco.com)