

## **PRESS RELEASE**

### **15,000 orders for the New Daily and now it travels over the Internet**

The new Daily won the confidence of many customers after its presentation to the international press, occurred on half-May, and its launch through the sales organizations in the various Countries, which was completed at the end of the last week.

15 thousand orders from all over Europe testify the great interest that the vehicle arose in customers, even before completion of the business operations launching the new product on all markets.

A success that is of good omen for the new Daily, which is now conquering the web too.

Actually, after the event that took place in the amphitheatre especially built for this reason in the "Torino Esposizioni" complex, which involved more than 4,000 people representing 40 countries – including reporters, concessionaires and Iveco dealership's salespeople – the new Daily is ready to be discovered by the web surfers.

[www.ivecodaily.com](http://www.ivecodaily.com) is the address of the new commercial city vehicle's website, that Iveco realized in cooperation with SundayGroup in Turin. This initiative has many purposes, first of all to ensure an on-line communication coordinated throughout all Iveco markets. Through the site, Iveco offers to its salespeople an interactive catalogue that supports sales and shows the vehicle to customers in preview.

The new site - realized in seven languages (Italian, English, German, French, Spanish, Portuguese, and Dutch) - is rich in technical and fun subjects. Five movies showing the main vehicle features: reliability, power, comfort, safety and design, can be viewed on the first page of the site.

The curiosity of discovering the details of Daily is satisfied through the virtual tour. The users select the vehicle (van or cab) and have the possibility of rotating it of 360°, choosing their favourite color among the 16 available, moving into the cab observing even the least noticeable mechanical and technical details (chassis, suspensions, engine, braking system, stability control, etc.).

The photos of the new vehicle, with some very special pictures, are published in the website photogallery. Of course there is also a fun area, where the users can download customized wallpapers and screensavers, electronic diary and other surprises that will be disclosed during the next months.

## **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](http://www.iveco.com)*

*Turin, 4 July 2006*

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