

Iveco launches its new Trakker at Bauma in Munich

Iveco will be exhibiting its range of products dedicated to the quarry and construction sector at BAUMA, the main show in Europe for this industry which will start on Monday 23rd April in Munich.

Vehicles exhibited include the new Daily 4x4, the light commercial vehicle built to meet the demands of off-road transport professionals; the new Stralis AS, the heavy on-road commercial vehicle voted - in its former version - Truck of the Year 2003; the mighty rigid dump truck Astra RD 32C. The Iveco stand hosts the New Holland W190 wheel loader, that made its debut in the latest Bond 007 film, whose Tector engine and opulent cab comfort ensure high vehicle and driver productivity.

The protagonist is the new Trakker, which Iveco has chosen to launch at Bauma. A work tool designed to meet every kind of extreme off-road mission on wheels ranging from 18 to 72 ton which represents a perfect blend of strength, reliability, and on road comfort levels.

The real innovation with new Trakker is mainly the new Stralis-based cabin, resulting from the work carried out with great determination, in collaboration with the dealers and customers who took part in the design, to improve its driving comfort and the life onboard - which is now widely acknowledged as being vitally important to productivity and safety. New Trakker is designed from the outset to meet customers' needs and expectations, primarily in terms of strength and reliability.

The new Trakker range is wider than ever. It boasts a product range, in both left and right hand drive, that allows customers to tailor the product to their specific mission. The range includes 2 engines (Cursor 8 and Cursor 13) and 2 cabins (AD and AT).

Iveco presents itself to the public at the show with a stand inspired by its sponsorship of the national New Zealand rugby squad, the All Blacks, with which the company shares their values: Commitment, Reliability, Performance and Team Spirit.

In order to celebrate this affinity, the exhibition area and the Iveco vehicles have adopted the black and silver colours on which is picked out the brilliant green of the graphic representing the Maori tattoo, more and more often associated with Iveco, Official Global Sponsor of the All Blacks.

Press Release



Trucks and
Commercial Vehicles

IVECO

Iveco

Iveco designs, manufactures, and markets 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, defence and civil protection.

Iveco employs over 24,500 people and runs 27 production units in 16 Countries in the world using excellent technologies developed in 5 research centres. Besides Europe, the company operates in China, Russia, Turkey, Australia, Argentina, Brazil, and South Africa. More than 4,600 service outlets in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

Turin, 16 April 2007

Press Release