



Trucks and
Commercial Vehicles

IVECO

Press Release

“I Love Life”: Iveco for road safety

Tomorrow and Sunday Piazza Castello in Turin will host meetings, discussions, trials and tests, and testimonials which will open the First United Nations Global Road Safety Week (23-29 April), co-ordinated by the Piedmont Region, called “I Love Life”. The initiative is consistent with the European Commission’s objective of reducing by 50% the number of victims of road accidents by 2010.

Iveco is a sponsor of “I Love Life” and will exhibit two prototypes, derived from the heavy truck Stralis, equipped with advanced driving support systems.

The vehicles adopt active safety solutions to be adopted in the current and next generations of the heavy range Stralis, amongst which: active cruise control, active lane assistant, vehicle stability control, driver status monitoring, turning assistant, front collision warning, emergency braking, and much more.

The United Nations Global Road Safety Week

The First United Nations Global Road Safety Week was called for by the United Nations General Assembly in 2005. The Week, which will focus on young road users, is an historic opportunity to raise the issue of road traffic injuries to a higher level. It is hoped the events of the Week will serve as launching points for new and effective road safety initiatives in the years ahead.

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, 20 April 2007