

## Iveco and Overland team up for *Itala's* new journey

Iveco is a partner of Overland for the new journey to be undertaken by *Itala*, the car that, one century ago, forged a symbolic link between Asia and Europe.

A hundred years after that enterprise, Iveco will accompany *Itala*, retracing in the reverse direction the route that saw the triumph of Scipione Borghese and Luigi Barbini in 1907. There is a deep affinity between what the *Itala* accomplished then, the exploits of Overland, and that which Iveco vehicles achieve every day: millions of kilometres in all sorts of climatic conditions, on all sorts of terrain, guaranteeing reliability and safety on all types of mission, whether road transport, passenger transport, or the most extreme off-road assignments.

Iveco wholly shares the spirit of this expedition. As well as the celebration of a historic event, it also represents a great opportunity for the visibility of Italian-made products throughout the world.

On occasion of the Italian event leading up to the great journey to the Orient, the partnership between Iveco and Overland once again puts the famous orange-nosed vehicles onto the roads of Italy, the lorries that have travelled all the continents of the globe, admired by millions of television viewers.

In this project, the familiar orange lorries succeed in combining Iveco technology with the remarkable public popularity achieved by these vehicles. Starting with the great Rome-New York expedition in 1995, the vehicles have been the stars of all sorts of incredible enterprises, succeeding non-stop in the face of extreme difficulties, weather and routes.

For Iveco, Overland is the practical demonstration of the meaning that we attribute to the concept of "adventure": a challenge with oneself in the quest for new limits, with the objective of surpassing them. In this sense, Overland and Iveco share the same determination to accept the most difficult tests, overcoming them by means of confidence in one's capabilities, and the desire to never rest on one's laurels.

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, 22 May 2007

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