



Trucks and  
Commercial Vehicles

**IVECO**

Press Release

## Iveco at the Hertz Convention 2007

Iveco is sponsoring the Hertz International Franchise Convention 2007, which opened yesterday and runs until Friday 25 May in Marrakech.

Hertz is the biggest car hire company in the world and Iveco has been a supplier since 2004. Initially the relationship involved the sale of vans, and then progressed to Daily cabs, lifting platforms and, in Germany, Eurocargo chassis cab units and truck tractors.

The Hertz International Convention is held every two years and brings together all the owners and managers of Hertz centres in Europe, Africa and the Middle East. Being a sponsor represents a unique opportunity to reach 300 owners and managers of Hertz franchises, as well as an opportunity to present the new Iveco range to Hertz's management, and explore new selling opportunities.

Iveco will be at the convention with a stand measuring 24 square metres, which will exhibit a Daily in the Hertz livery and the new All Blacks Stralis with Maori tattoo motifs.

An interesting fact that demonstrates the relationship between Iveco and Hertz is the current initiative in Germany: with Hertz, with Lufthansa points, you can rent a Stralis.

## 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, 23 May 2007*