



Trucks and  
Commercial Vehicles

**IVECO**

Press Release

## Iveco's TV ad campaign launches

Next weekend, before the Formula One Grand Prix starts in Monaco, the Iveco brand will make its television debut. The stage is set for a very special TV promotion featuring the Stralis, Iveco's new heavy goods vehicle, and the All Blacks – with Iveco as their Official Global Sponsor.

This is the first time that Iveco is advertising its heavy duty vehicles with a TV campaign and we are doing so all over Europe, via the national TV stations in the most important markets: France, Germany, Spain, the UK, and of course Italy.

The advertisements were made by the Domino agency on materials produced by "The Family" with creativity from Andrea Giorcelli and Pietro Verri of DGTMEDIA and directed by Luca Merli, and by Promo Video directed by Tiziano Vuillermoz.

The campaign will be run on the TV channels broadcasting the Formula One races live, with a reach of around 30 million people. The ads will run for six Grands Prix, ending with the race in Germany on the Nurburgring circuit.

The main objective of this campaign is to emphasise the close links between Iveco and the New Zealand national rugby squad, the All Blacks, promoting the values underlying the partnership: commitment, reliability, performance and team spirit.

These are values that we will soon be seeing on the playing field in the Iveco Series 2007 which starts on 2 June in New Zealand. This series of rugby test matches will see the legendary All Blacks team play twice against France in the Stralis Cup, and also against Canada in the Trakker Cup.

## 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.*



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*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, 24 May 2007

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