



Trucks and
Commercial Vehicles

IVECO

Iveco Is You: Iveco Days get off to a start

“Iveco Is You” is the name of the in-house communication campaign with which the company has launched a large number of events aimed at radically altering the corporate culture. It emphasises the fact that what makes a company like Iveco one of the top players on the market today is people, before products and distribution.

“There are two important assets in a company like ours: products and the distribution network,” said Iveco Managing Director Paolo Monferino in stressing the importance of this new company policy. “But there is a third pillar that is even more important, on which the solidity of the entire company rests. That pillar is us. That is because we are the ones who make the products and we are the ones who manage the distribution networks. And we are the ones responsible for the results.”

The first initiative on the “Iveco Is You” schedule is Iveco Days. On these days the plants are open to employees, their families and anyone who has connections with the company, even if they are not employees. On these occasions Iveco projects its message and values by presenting development strategies, its operating profits, the excellence of its products and the experience of life at the factories. Guided tours of the factories and the chance to become acquainted with all Iveco products will be offered.

The first Iveco Day was held at the Iveco Irisbus plant in Valle Ufita. Approximately 3,000 people (employees and family members) took part. The Iveco Day was held on the same day the travelling convoy “Stralis & All Blacks Road Show” arrived. Having left on 10 March, the convoy involves 100 Stralis trucks in All Blacks livery travelling across 26 countries, taking in 250 towns in Europe in 200 days.

Upcoming Iveco Days are slated for 10 June in Suzzara, 16 June in Bolzano, 30 June in Piacenza, 1 July in Brescia, 7 July in Ulm (Germany), 10 July in Vysoke Myto (Czech Republic), Valladolid and Madrid (Spain) in September, and the final event will be in Turin, with a total crowd of 40,000 people expected.

Press Release



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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, 7 June 2007

Press Release