

Itala and the Iveco vehicles set off to Beijing

"Is there anyone that will agree to go from Beijing to Paris by car next summer?". This is the unprecedented challenge that the French daily newspaper *Le Matin* launched on January 31st, 1907. Many thought to accomplish this difficult task; however, it was Itala that won by more than twenty days before the other contestant, who together were the only ones to reach the end.

Further to the Italian event leading up to the great journey to the Orient, Iveco recalls a glorious page in Italian automotive history, other than promoting the technological excellence of 'made in Italy' by means of a voyage that, in the words of Barzini in 1907, "Covers half of the world".

The new Iveco off-road range will escort Itala in the endurance test. Each vehicle involved in the trial has a well defined role:

New Trakker: an evolution of the already excellent Trakker, the heavy off-road vehicle is used to transport spare parts and logistic support.

Eurocargo 4x4: for its power characteristics and versatility of mission, Eurocargo supports the trial by means of camper/kitchen and stores/workshop.

Daily 4x4: perfect off roader suitable for all situations, it is the true "guardian angel" for Itala as the car's reserve of lubricants and parts.

Torpedo: a secure and indestructible vehicle that will provide the trial with military logistics support.

Massif: in its prototype version, the new Iveco extreme off roader with engine and gearbox derived directly from the light commercial new Daily will take an extra opportunity to put itself to the test before the official market launch.

In preparing for this challenge, Iveco avails itself of the technological excellence of Eltrac (Elettronica Trasporti Commerciali), the wholly owned subsidiary specialised in vehicle electronic applications. Eltrac has supplied technical assistance in the preparatory phase and, during the trial, the correct functioning of the vehicles



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involved will be continuously monitored telematically. In addition, Eltrac has supplied specialist training to the vehicle drivers in advanced diagnostics and maintenance of the electronic equipment.

Fiat Group's Managing Director Sergio Marchionne and Iveco's Managing Director, Paolo Monferino, has today symbolically handed over the keys to the vehicles to Beppe Tenti, long time promoter of the Overland activity, who will manage the expedition also on this grand adventure.

The vehicles, upon leaving Iveco, will head for Paris from where the expedition will take the official route, calling at the principal European capital cities before heading off through eastern Europe, Russia and Mongolia until arriving in Beijing on 20th September.

Iveco supports the endurance test with the technical and financial contribution of excellent partners: FPT – Fiat Powertrain Technologies, the Fiat Group company specialised in engine and driveline solutions, ZF, PPG, and Bosch.

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.

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