

## Iveco awarded for All Blacks sponsorship

Iveco's sponsorship of the All Blacks, the world-famous New Zealand rugby team, has been recognised with the Best Sponsorship Communication award in the fourth Press & Outdoor Key Awards, the prestigious annual honours that recognise creative advertising in print (daily and periodical) and outdoor.

To receive the award was Alessandro Cicchetti, Marketing Managing Director at Iveco.

The jury — made up of journalists from leading monthly and daily publications, university lecturers, presidents of trade associations, creative directors, film directors, and major operators in the sector — has awarded Iveco this special honour "for the perfect consistency of the values expressed by the sponsored team with the values of the communicating brand; for the unprecedented use of international high-visibility sponsorship in the heavy vehicles market; for the qualitative level of execution of the images; and for the courageous decision to widen the advertising from the trade press to the daily and general press."

"Over and above the undisputed success in terms of image, the alliance between the values of Iveco and those of the All Blacks has supported our commercial strategy, whose outstanding results are backed by product excellence," said Stefano Sterpone, Senior Vice President Sales & Marketing at Iveco.

To date circa 25,000 orders have been received for the new Stralis, the first product on which the sponsorship programme has been used. Last spring the heavy vehicle from the Iveco range was the protagonist of the biggest advertising campaign in Iveco's history—involving not just TV advertising but also (and especially) a tour that brought a convoy of 100 vehicles, decked out in black and sporting the by-now famous Maori tattoos, onto roads throughout Europe.

The sponsorship celebrates the first successes of a wide-ranging corporate strategy which has as its objective the enhancement of Iveco's brand image by leveraging on its excellent range of products and customer services. This strategy is supported by a campaign of communication to all audiences concerned, and is a logical consequence of the process of change in corporate and organisational culture undertaken by Iveco with its major restructuring in early 2006. The underlying thrust



Trucks and  
Commercial Vehicles

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of this new direction is attention to customer expectations, which is regarded as a fundamental element of commercial and product strategies, from design to sale.

### **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 28 production units in 16 Countries in the world using excellent technologies developed in 5 research centres. Besides Europe, the company operates in China, Russia, 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, 19 September 2007

**Press Release**