

Iveco at Transpotec 2007

Transpotec Logitec 2007, the international show for road transport technology, intermodal services and logistics, will take place from 4 to 7 October in Milan. Iveco will be present with its whole range of products, in particular the off-road commercial vehicles which have led to Iveco's becoming a synonym for operational excellence applied to extreme missions.

That's why the Iveco stand is inspired by its sponsorship of the All Blacks, the legendary New Zealand rugby team currently involved in the World Cup in France and with whom Iveco shares the same set of values: Commitment, Reliability, Performance and Team spirit.

A large section of the 3,000 sm space will be given over to professional off-roaders and in particular to the launch of the new Daily 4x4, the light commercial vehicle built to meet the demands of off-road transport professionals. From day one, Daily was designed as a rugged vehicle with a separate chassis. New Daily 4x4 builds on that firm foundation to provide an extremely durable off-road vehicle that takes man and equipment where it is required.

To complete the Iveco offer in the AWD sector, the exhibition will also play host to the Eurocargo 4x4, the Trakker 8x4 (with the 450 HP Cursor 13 engine and new heavy duty rear suspension) and, finally, the Light Multirole Vehicle (LMV), wholly designed and built by Iveco Defence Vehicles in Bolzano, and used in the military field and civilian protection.

Together with its professional off-road segment, Iveco will also present the new Stralis heavy on-road range available in three Cursor swept volumes (8, 10 and 13 litres), not to mention the environment-friendly technology excellence with the new the Daily CNG boasting its new 3.0 litre multipoint injection dedicated natural gas engine. .

Other display space will be dedicated to the "Origin 100% Iveco" project, a marketing campaign involving customers, drivers and fleet owners in a direct experience centred on the quality of the original spare part and on our commitment to Customer Service. In partnership with Iveco Finance, we will also flaunt our wide range of financial products and services such as financial leasing, operative leasing and



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renting, all designed to reply to customer demands and now also extended to include new and used vehicles, fittings, trailers and semi-trailers.

But the stand has a strong focus on the Iveco sponsorships in the world of sport: the exhibition area strongly reflects the images of the All Blacks team, also featured in the mega TV screen and, beneath a high ring linking the Fiat Group and Iveco brands are the new Daily 35S18 and the new Stralis AS, the heavy on-road commercial vehicle, both exhibited in striking Ferrari red paintwork reflecting the Iveco sponsorship of the Ferrari formula one racing team.

The stand also celebrates Iveco as Official Supplier of the Yamaha Motor Racing team, with a liveried Stralis tractor unit and the Yamaha MotoGP motorcycle reflecting the Fiat Group sponsorship for the 2007-2008 seasons.

The Iveco presentation continues over a wide outdoor area of more than 10,000 sm in which space is dedicated to six vehicles of the "Stralis & All Blacks Road Show" caravan, with two hospitality show trailers as well as one model to represent each of the Iveco ranges: the Daily in the Combi passenger transport version, Eurocargo, Stralis and Trakker. Nearby there is an Astra rigid Dumper, an Irisbus Domino HDH Euro 5 long distance touring coaches and a 30 metre fire-fighting aerial ladder on Eurocargo mechanics. A New Holland earth-moving vehicle completes the exposition.

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, 25 September 2007