



Trucks and
Commercial Vehicles

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Press Release

Iveco at the Amsterdam RAI

Iveco will be making its presence felt with a major product thrust at the Amsterdam RAI European Road Transport Show opening on the 25th of October. On the one hand this focuses on the technological innovations of alternative propulsion, while on the other moving to complete its range of light off-road models with the international debut of the Massif, the heir to the historic and prestigious Fiat Campagnola.

The Iveco stand concentrates on technological excellence at the service of the client's productivity, not just through containing operating costs but also by improving performance through the application of new technical solutions. In this context Iveco regards environmental protection as one of the fundamental aspects of its product development, especially in relation to CO2 emission. Hence its focus on Diesel-electric parallel hybrid technology, with prototypes of the Daily and the Eurocargo Hybrid on display at RAI in the colours of two major clients, FedEx and TNT.

Iveco is working with FedEx and TNT on perfecting hybrid technology in vehicles for urban use, in preparation for large scale marketing. This is one more step on a path which Iveco has been following concerning the development of solutions based on the parallel hybrid concept, which offers fuel savings of up to 30% in urban conditions.

Rounding off the display of Iveco's technological excellence at the service of the urban environment, its stand also presents the Daily CNG with a new 3.0 litre multipoint injection natural gas-powered engine.

Off-road vehicles are another focal point on the Iveco stand, with special emphasis on the lighter range. Next to the recently launched Daily 4x4, designed to meet the needs of professionals in light transport, at RAI Iveco is presenting the world preview of the Massif, a genuine off-road work vehicle that echoes the design of off-road models.

The role that sponsorship plays in Iveco's marketing strategy is also highlighted. As well as its role as sponsor of the All Blacks rugby team, the stand also celebrates Iveco's activities as Official Supplier to the Ferrari Racing Team with the new Daily 40C15 and the new Stralis AS tractor with top-end diesel engine, the 560 HP Euro 5 Cursor 13, on display near the Ferrari F2007 currently competing in the F1 World Championships.



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Also on show in Iveco's 3,000 sq. metre stand are the new double cabin Daily and Eurocargo models, ideal for personnel transport, and the Trakker 6x6 with the Cursor 13 450 HP engine. Plus a 32 t Active Day cabin Stralis with a four axle configuration, developed by Astra, the Iveco company specialized in quarry-construction site vehicles. It is equipped with a single drive axle and three steering axles, offering exceptional manoeuvrability for applications such as on road transport of building materials.

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.

Iveco research on alternative traction: ALTRA

ALTRA is an Iveco company that for over fifteen years now has been developing alternative traction power sources (hybrid, electric batteries, diesel-electric, hydrogen-fed combustible cells). ALTRA serves as a link between research centres and Iveco's product platforms, guaranteeing optimal operational conditions for new solutions that have gone beyond the prototype stage but are not yet in mass production. ALTRA also specialises in after-sales client follow-up, with a highly efficient specialised service network.

Turin, 18 October 2007