



Trucks and
Commercial Vehicles

IVECO

Stralis website clinches Golden Plaque Award

In recognition of its dedicated website marking the launch of the new Stralis, Iveco has been presented with the Golden Plaque (Targa d'Oro) Award for Italian Communications, in the Web section, Product Sites/Mini-sites category.

The award was collected by Alessandro Cicchetti, marketing general manager for Iveco, during a prize-giving ceremony in Milan which was attended by 200 leading communications and marketing professionals, as well as the chairmen of the supporting associations and other Golden Plaque and Diamond Award winners.

The Golden Plaque Award for Italian Communications was founded in 1986 by Mario Bellavista, an advertising mogul whose high-profile career stretched from the 1960s to the 1980s. Mario Bellavista is also a founding member of the Utenti Pubblicità Associati (UPA), which represents and protects the interests of Italian companies that invest in advertising. The Golden Plaque Award is promoted and supported by the Mario Bellavista Foundation Association, and prize-winners are selected by juries made up exclusively of designated members of the supporting trade associations, in order to ensure maximum impartiality.

This year's ceremony, which was the 22nd in the history of the initiative, included the presentation of new prizes: alongside the historic Golden Plaque Awards, the best submitted works in each of the nine sections received the Diamond Award, while three "Special Diamond Awards 2007" were presented to companies and individuals who have made an outstanding contribution to enhancing the value of the Italian communications and marketing sector.

Designed in conjunction with DGTmedia, the Stralis website was created to promote the launch of the new vehicle, the first to emerge from Iveco's sponsorship deal with the New Zealand All Blacks rugby team. The site uses emotive video sequences and dynamic three-dimensional visuals to showcase the technological features of the product.

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 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, 23 October 2007

Press Release