



Trucks and  
Commercial Vehicles

**IVECO**

Press Release

## New Stralis goes to Hollywood

A brand-new Stralis, black and decorated with the Maori tattoos made famous by Iveco's sponsorship of the All Blacks, transports a giant red arrow through Piedmont's most visually stunning locations, accompanied by the Paolo Conte song *Amada Mia*. The Iveco vehicle stars in a 60-second video to be shown this autumn in Italian cinemas.

The video is part of Iveco's advertising campaign for 2007-2009, and delivers the intriguing Italian message "*Piemonte nuovo da sempre*" (Piedmont: New from the beginning). With this advertisement, the Piedmont Region aims to consolidate the northeastern Italian region's competitive position for cultural and industrial investment.

For Iveco, the video is an opportunity to gain visibility for its products in a totally new way. Already well-known from its appearance with the All Blacks in the TV ad broadcast during the Formula One races, the Stralis is now set to take cinema by storm.

## 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.*

Turin, 25 July 2007