



Trucks and
Commercial Vehicles

IVECO

Press Release

Iveco Bullder: a new brand for a new business

Bullder is the new Iveco brand dedicated to spare parts, service and assistance to trailers and semi-trailers.

The best suppliers in the sector have been carefully selected for the commercialisation of products with the guarantee of the brand Iveco Bullder.

A commercial activity conceived and planned to increase business opportunities for Iveco dealers and official workshops and to ease the business life of customers. From today thanks to Bullder parts and service, Iveco is able to guarantee to its customers the possibility to carry out repairs and maintenance to both trucks and their trailers at a one-stop shop. Having an excellent service like this, customers have reduced waiting time in achieving their service needs.

With Bullder, Iveco once more adds value and excellence to the world of transport: elevated quality equal to that of genuine vehicle spare parts, excellence of the Iveco distribution and logistic network, able to guarantee rapid and reliable parts delivery so that parts are always available, professionalism and experience of the authorised network.

The new Iveco Bullder will be at the centre of a large impact promotional initiative, star of an Iveco internet site, with the message, "Experience multiplies assistance".

Iveco Bullder is launched in July in Italy and Germany with a total of about 800 service points active.

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 27,000 people and runs 27 production units in 16 Countries in the world using excellent technologies developed in 6 research centres. Besides Europe, the company operates in China, Russia, Australia and Latin America. More than 6,000 service outlets in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.



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Turin, 1st July 2009

For broadcast-standard video supporting this press release, please visit www.thenewsmarket.com/iveco.

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