



Trucks and  
Commercial Vehicles

**IVECO**

## Iveco Sponsors the next Moto GP in Australia

After having acquired the "taste" as the official supplier to the Team Yamaha of world champion Valentino Rossi, to whom already for two seasons it has made available two Stralis tractors, Iveco has decided to get itself even closer to the world of Moto GP. Iveco will in fact be the official race sponsor at Phillip Island in Australia which will take place next weekend and will be called "The Iveco Australian Motorcycle Grand Prix 2009".

Thanks to this sponsorship agreement, the Iveco brand, with particular reference to the ECODAILY which will be visible throughout the spectacular Phillip Island circuit in the region of Victoria, characterized by a succession of speed corners and wide-ranging and various stretches near to the very suggestive seascapes.

The Iveco Australian Moto GP, besides being an opportunity to make the Iveco brand known, through television, around the world, is a valuable opportunity for motor sports fans who will follow what promises to be one of the most beautiful and exciting races of the championship. The highlight is obviously the duel between Valentino Rossi and Jorge Lorenzo, the two team mates who are fighting for the world title.

And the two rivals; even their helmets are subject to a competition which Iveco will kick off at the Moto GP at Phillip Island. All VAT registered individuals visiting Italian and Spanish dealerships to appraise the new ECODAILY may participate in the raffle for the helmets of Valentino Rossi and Jorge Lorenzo.

The sponsorship of the Moto GP is a further testimony to the bond between Iveco and sport. From the start Iveco, reflecting its international identity, has chosen to align itself to the image of high level sports personalities and events that express a great positive energy. This was the case in the past with sponsorships in the world of football, skiing, athletics and boxing up to the recent Winter Olympics in Turin 2006. Energy that today Iveco makes even more evident in its role as the official supplier of Scuderia Ferrari as well as Yamaha and, in recent years, in the world of rugby by sponsoring the All Blacks, New Zealand's world famous team and the FIR (Italian Rugby Federation).

"Apart from being close to the sport that represents for us an important guideline of our business strategy - says Giorgio Gallia, Iveco Vice President and Managing Director of Iveco Trucks Australia - this sponsorship is a great opportunity for Iveco, which boasts a historical presence in Australia, to show once again our links to the local economy and the people of Victoria, as well as with its dealers and customers in the region".



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## **Iveco in Australia**

Iveco in Australia is based in Dandenong, near Melbourne, where it produces and distributes light, medium and heavy range vehicles.

The history of Iveco in Australia can be traced back to 1852, with the arrival in Australia of the International Harvester Company of America and selling Agriculture equipment, under license.

The factory in Dandenong was opened in 1952, manufacturing the first Trucks in Australia.

In 1992 Iveco took over the Dandenong factory from International Harvester, and launched its range of heavy vehicles onto the Australian market. The vehicles were specially modified versions of the European-produced models at the time.

In 2001 the company changed its name to Iveco Trucks Australia, to emphasise the new production and commercial direction taken by the company. Today the Dandenong facility houses the head office of Iveco Trucks Australia, as well as the Customer Service department with its Parts & Assistance Centre, and the design department tasked with transferring Iveco's European technology to guarantee maximum reliability of our products in Australia's challenging operating conditions.

## **The Dandenong factory**

Located not far from Melbourne, the Dandenong factory represents the biggest investment in an automotive production site ever made in Australia.

The Dandenong site occupies a surface area of 160,000 square metres, of which over 64,000 are covered. Over 200,000 trucks have rolled off the production lines at the plant, placing the factory in first place in Australia in terms of units produced in the industrial vehicles sector.



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Iveco production in Dandenong mainly consists of heavy-duty vehicles, and includes the Power Star, Acco, and Stralis models along with chassis for buses and three models under the International brand.

Iveco Truck Australia employs over 500 people, 300 of which work at the Dandenong site.

### **Power Star**

Launched at Ayers Rock, in the heart of Australia, the Power Star is designed to optimise driver efficiency by reducing fatigue levels. For example, the gear change is mounted on the dashboard, leaving the cabin space free from obstructions and resulting in major advantages for movement, both at the controls and in the night-time sleeping compartment.

Fitted with ultra-modern Cursor engines (13 litre, six-cylinder inline, 560, 500 and 405HP), the Power Star features automated EuroTronic 2 transmission as standard and three cabin variants to properly meet all transport requirements.

In order to meet the demand of the market the Power Star will soon be available with a 15 Litre American engine capable of generating up to 636 hp.

The Power Star combines the aggressive image of American-style "bonneted" trucks with European comfort and technology, to meet the standards and performance levels required by the Australian market.

### **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.*

Torino, 13<sup>th</sup> October 2009

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*For broadcast-standard video supporting this press release, please visit [www.thenewsmarket.com/iveco](http://www.thenewsmarket.com/iveco).*

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