



Trucks and  
Commercial Vehicles

**IVECO**

## **Iveco CEO and Argentinian President Celebrate Iveco's 40 years in Argentina**

Cristina Fernandez de Kirchner, President of the Republic of Argentina recently visited the Iveco truck assembly plant in Cordoba, on the occasion of celebrations to mark Iveco's 40 years in Argentina. To welcome Mrs. Kirchner was the Iveco CEO Paolo Monferino, who attended the ceremony along with the General Manager of Iveco Argentina, Natale Rigano and more than 1000 guests, including national, provincial and Cordoba city Government officials, journalists, customers, suppliers and 700 employees.

"With production of over 70,000 heavy trucks in this factory", said Paolo Monferino, "it represents the industrial centre of Iveco in Argentina and an important part of our industrial platform in Latin America, which also includes facilities in Brazil and Venezuela, to contribute constructively to the economic growth of this important part of the world."

The CEO of Iveco also stressed that despite the difficult economic situation, Iveco has continued to invest in its product range in Argentina, profiting from European technologies to make products suitable for, and able to meet the latest regional requirements regarding environmental and safety standards. "It is necessary however", Monferino concluded, "that the government must do its part, with tax policies to encourage fleet renewal, in order to stimulate the market and simultaneously optimize the logistics of transport in the country."

In his speech, General Manager of Iveco Argentina, Natale Rigano, gave a brief overview of 40 years of Iveco in the country and the desire to add value to products produced in Argentina, but pointed out that production capacity is constrained by competitive issues. He stressed the importance of parity for vehicle purchasing between Argentina and Brazil, where the Finame programme provides preferential financing to support locally produced vehicles.

The celebration of 40 years of Iveco in Argentina was also the occasion to launch the Iveco Cursor 330, the new product range of heavy to Latin America, which joins the now tried and tested "Cavallino". The new truck is offered in 4x2 and 6x2 tractor versions and 4x2 chassis cabs. The day and sleeper cabs are mounted on a 4-point suspension system.

### **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.*



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*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, 28<sup>th</sup> October 2009

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

**Press Release**