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Iveco and the Italian National Rugby team at the 2009 Cariparma Test Matches

After the positive experience in the MotoGP World Championship with the official sponsorship of the race at Phillip Island, which took place three weeks ago in Australia, Iveco is now returning to attend the world of the oval ball.

Indeed Iveco presents itself once again alongside the Italian team during the Cariparma 2009 test match series, which will be played during the month of November in three Italian cities, Milan, Udine and Ascoli Piceno.

This is a rather challenging programme in which Italy will meet New Zealand, South Africa and Samoa, which will put a strain on the team coached by Nick Mallet, still generating a lot of interest at a National level.

The first test match will be played at the "Giuseppe Meazza" Stadium in Milan, the so called "Ladder of football," which should have already displayed the "sold out" sign and will see the "Blues" face the All Blacks. It will be a very interesting game for Iveco who, being a sponsor of both teams, can not lose at this important event, which surely has the potential to become a great sporting spectacle as well as a real feast of international rugby.

Beyond this meeting, the Cariparma test match is an opportunity for Iveco to reaffirm its ties with the world of rugby and with sport in general. Historically, Iveco, in line with its international identity, has chosen to accompany its image with athletes and sporting events at the highest level, expressing a great positive energy. This was the case in the past with several sponsorships in the world of football, skiing, boxing and athletics until the recent Winter Olympics in Turin 2006. Energy that today Iveco puts into sharper focus the role of official supplier to the Scuderia Ferrari, as well as the Yamaha team of nine-time world champion Valentino Rossi, and the entry in the last two years, of the world of rugby, with sponsorship of the All Blacks, the New Zealand national team famous throughout the world, and the FIR (Federation of Italian Rugby).

During the Cariparma test match series in the context of well-established collaboration with the FIR, the Iveco brand will be present both on the pitch and outside the hotel as well as on the official match ball with which the competitions will be played.

It will also be possible to track the comments on the games through Iveco Rugby Radio, the web radio dedicated to rugby, which transmits a continuous cycle (24

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hours a day, 7 days a week) of music programs, interspersed with sections devoted to rugby, its history, its rules and information about Iveco products and initiatives.

All these initiatives are evidence of the agreement with the Italian Rugby Federation, which goes far beyond mere sponsorship of the National team and is expressed in a genuine partnership to increase the visibility and dissemination of rugby in Italy.

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, 5th November 2009

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

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