

New Iveco internet site dedicated to the press launched

Available from today at www.ivecopress.com is a new website dedicated exclusively to the press with the aim of providing an information service to the specialist industry media that is comprehensive, clear and easy to use. Hence the choice of direct access to the press area of the Iveco corporate website, without having to pass through the full site. This is a true virtual press room where journalists can obtain all the information about the world of Iveco, accompanied by photographic material in real time. Completely renovated in both graphical and structural terms, the press room of Iveco is based on an archive that contains press releases (available in two languages), photographic material including high definition product images. With a new multimedia elements developed by The NewsMarket, an international company specialising in the acquisition of video material and point of reference for over 10 thousand journalists from 144 countries, it is possible to view and download images for immediate professional use. The site provides video card products as well as institutional videos and footage of events related to Iveco.

From the institutional newsroom it is possible to obtain information and documents relating to the activities of Iveco in different countries directly accessing the press area of the various markets via a link.

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 almost 25,000 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. With around 5,000 sales and service outlets in over 160 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

Torino, 29th March 2010