

Iveco Days 2010 – The new Customer Service Campaign

The commercial initiatives signed by Iveco Customer Service continues with a new chapter: Iveco Days 2010.

Improved road safety, more positive image of road transport and increased perceived value of the daily role of truck drivers are the important themes of the new communication campaign that begins in April in Italy and lasts for the following three months that will enable Iveco customers to opt for correct vehicle maintenance by taking advantage of a flurry of discounts on Original Parts Iveco.

A great initiative from the network of Iveco dealers and accredited service centres.

During May the campaign will be extended to other European countries.

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.

Where, day month year

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

Press Release