



Trucks and  
Commercial Vehicles

**IVECO**

Press Release

## Great Iveco Celebrations at the MotoGP in Australia

During the free practice day prior to the Iveco Australian Moto GP, which was held on Sunday at Phillip Island, Iveco became the promoter of a particular initiative.

As the Official Global Sponsor of the All Blacks, the rugby world's most famous team and Official Sponsor of the Fiat Yamaha Moto GP team, Iveco made a historic meeting possible between some All Blacks team members and the race protagonists, Valentino Rossi and the new World Champion, Jorge Lorenzo.

The rugby players, Cory Jane and Jerome Kaino, were present in the Fiat Yamaha Team box with a training jersey branded, 'Iveco', for the event and presented an official jersey to each of the riders, each bearing their name and racing number on the back.

Valentino Rossi and Jorge Lorenzo have returned the honour with the gift of an autographed official team shirt.

The initiative demonstrates once again that Iveco's involvement of with the world of sport is an integral part of the wider communication strategy of the company, always seeking initiatives that are an expression of this vitality and energy.

## 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 23 production units in 10 Countries in the world using excellent technologies developed in 6 research centres. Besides Europe, the company operates in China, Russia, Australia and Latin America. 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, 18<sup>th</sup> October 2010

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