



Trucks and  
Commercial Vehicles

**IVECO**

## Iveco meets the World of the Camper

"Space for Everyone" is the motto with which Iveco welcomed the main body builder industry concerning vehicles dedicated to tourism "en plein air" in Europe, yesterday in Turin, gathered in a room at the Lingotto Conference Centre to discuss the opportunities the market provides for the "free time" mission.

To welcome them, Franco Miniero, Senior Vice President Sales & Marketing at Iveco, together with Franco Oriolo, responsible for relations with large customers, illustrated how Iveco is able to offer the widest range of camper models, of innovation and advanced technologies, guaranteeing also a technical and commercial project partnership and whose great attention to the customer is its strong point.

The ECODAILY and Eurocargo models are offered in a total of 9 different total mass variants. In particular, ECODAILY, the Iveco light vehicle range, which has now received 76000 customer orders in about a year and a half since its commercial launch, is offered as a chassis cab, chassis front-end and a reduced chassis front-end, available also with twin rear wheels and, in particular for 3.5 ton versions, in "super-light-weight" version with a special steel chassis and high strength composite material front suspension.

In terms of cooperation, Iveco offers specialist body builders in the sector all the professionalism of a long standing commercial vehicle manufacturer on the one hand and targets the final customers with the Non-Stop Camper Assistance programme, a 24 hour service, 365 days a year on all European roads - accessible from all over Europe through a single toll-free number operated directly by Iveco mobile workshops on the other. A rapid vehicle break-down service that in most cases (over 80%) is able to effect repairs at the road-side in the shortest possible time. In the rare event that the repair requires more than 24 hours, no problem for campers: Iveco has created for them a special formula that gives the right to a free hotel, with transport for the passengers until their vehicle is repaired or the use of a courtesy car to continue their journey and the recovery of the repaired vehicle on their return.

Iveco's new attention to the recreational vehicle market is demonstrated by a specific section of the website, dedicated to Iveco customers and enthusiasts, that will be online from today

**Iveco**

Press Release



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*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, 19<sup>th</sup> November 2010

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

**Press Release**