



## Iveco at the 14<sup>th</sup> Shanghai International Automobile Industry Exhibition

Iveco, through its two Chinese joint venture companies, Naveco and Saic-Iveco Hongyan (SIH), is present at the 14<sup>th</sup> Shanghai International Automobile Industry Exhibition, the most important auto show in China held at the Shanghai New International Expo Centre from 19<sup>th</sup> to 28<sup>th</sup> April 2011.

The two joint venture companies are displaying a total of 9 of their latest products, covering passenger and goods transport vehicles in both traditional and alternative traction drive train configurations, confirming Iveco's commitment to offer a full range of transport solutions to the Chinese market. The vehicles are exhibited in a prime position in the commercial vehicle area, occupying some 1,000 square meters in front of the main entrance to the exhibition.

Naveco is showing a Luxury PowerDaily with the F1C engine, an electric PowerDaily, a camper and a service vehicle both equipped with PowerDaily chassis, as well as two new Yuejin Ouka light trucks. Saic-Iveco Hongyan is displaying three models of its Genlyon product including a 6x4 tractor, an 8x4 mixer and a 6x4 tipper.

In particular, Naveco today presented the Yuejin Ouka New K Range Model Year 2011 vehicle, its upgraded product for the mid and high end light truck market. With a simple and fashionable style, this new product is equipped with the most advanced power train system, the new generation F1C Diesel engine produced by FPT Industrial, which efficiently reduces fuel consumption, noise and vibration. The drivability has also been improved thanks to the application of an imported FPT Industrial transmission, which allows a more comfortable driver experience.

SIH also introduced its service brand with the slogan "Service Is Here", focusing on the concepts of advanced technology, prompt reaction, wide network, consistent care and high added-value. This shows SIH's determination to offer not only high quality products but also prompt and convenient services to customers.

Mr. Enzo Gioachin, Iveco Customer Service Vice President, joined the events with the partner and the JV companies' leaders, participating in the unveiling ceremony of the Naveco Yuejin Ouka New K Range and the SIH service brand.



## 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 24 production units in 11 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.*

## Iveco in China

*In China, Iveco manufactures a full range of commercial vehicles through its joint ventures with its partner Saic: Naveco, with two plants in Nanjing for the production of light and medium commercial vehicles and minibuses, and Saic-Iveco Hongyan, based in Chongqing for heavy duty trucks.*

*Iveco has a long history in this country: in 1985 it entered the Chinese market through a licensing agreement with NAC (Nanjing Automobile Corporation) for the production of light commercial vehicles; in 1991 the first TurboDaily production line was inaugurated, starting the company's ambitious programme of investments in the Chinese motor industry; finally, in 1996, Iveco established with NAC the 50/50 joint venture Naveco, which spread the brand throughout China's territory in the following years of operations.*

*In 2007, Iveco clearly put forward its development strategy in this country and, through its cooperation with Saic, became the first international commercial vehicle manufacturer with a full range of commercial vehicles in China.*

Shanghai, 20<sup>th</sup> April 2011