



## Iveco races in the Barcolana

Iveco will take part in the 43<sup>rd</sup> edition of the Barcolana, the largest European sailing regatta, which will be held in Trieste from 5<sup>th</sup> to 9<sup>th</sup> October 2011.

The regatta will feature around 2000 sailing boats including the that of Udine WORKSHOPS FVG-IVECO, one of the best centres for assistance in the Iveco Italian network that has been awarded the title "Seven Star", the prestigious award with which the company identifies its best workshops. The boat is also equipped with a custom branded spinnaker, ORIGIN 100% IVECO.

Iveco will be at the "Barcolana Village", a large exhibition space animated by various cultural initiatives providing sheer entertainment, with a stand from which clients can follow the race and breathe the spirit of competition, but also meet the latest from the Iveco stable, the New Daily, along with after-sales services and initiatives that Iveco offers its customers. Within the exhibition area, Iveco will provide for the reception of guests with its ORIGIN 100% hospitality trailer.

The Barcolana, with an attendance of 300,000 visitors at last year's event, is an excellent showcase for Iveco which has always linked its name to the world of sport, also encouraging in its own sales network and support, participation in sporting events of the highest standards and high visibility.

## Iveco

*Iveco, a Fiat Industrial company, 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.*

Torino, 3<sup>rd</sup> October 2011