

## Iveco and Formula ATA at the Fiat Industrial Village

Iveco hosted the seventh edition of the Formula Electric and Hybrid that was held last weekend on the Iveco test track, adjacent to the Fiat Industrial Village, the first Fiat Industrial multipurpose sales and service centre recently opened.

This technical-sporting event, organised by the Associazione Tecnica dell'Automobile (ATA), dedicated to university students in order to stimulate and reward the enthusiasm, creativity, skills and team spirit of young engineers who expressed ideas and new technological solutions aimed at reducing the environmental impact of vehicles by using alternative energy sources. At the competition, reserved for cars of an open wheel formula with electric and hybrid drive, 13 university teams participated with a total presence of about 300 students from around the world.

Iveco has always been attentive to environmental protection and has promoted the marketing of products that are high in innovation, in line with the objectives of sustainable mobility, but also within a realistic and pragmatic framework. A vocation that is the basis of Iveco research into the power of alternative traction, evidenced by a range of hybrid, electric and natural gas vehicles that are complementary to those equipped with Diesel engines, already all service meeting the EEV standard. Not by chance the New Daily, the latest evolution of the Iveco light commercial vehicle range was also present, launched last week at the Fiat Industrial Village. Renewed aesthetically and in content, the New Daily meets the requirements of good performance and at the same time a reduction in fuel consumption and CO<sub>2</sub> emissions by up to 10% compared to the previous model.

### 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*



**IVECO**

*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