

## Iveco Bus: the new Iveco brand dedicated to collective transport

Today, **Iveco Bus** is inaugurated as the new brand name of Iveco's passenger transport business, confirming the company's commitment to this sector. This designation replaces that of the former Iveco Irisbus.

This development marks the beginning of a new phase for Iveco's collective passenger transport activities with the objective of expanding on a global level. It is the last step in an extensive consolidation process, which has deep roots in the history of the company, the result of over a century's worth of experience. **Iveco Bus** is in fact built upon a prestigious European heritage which has allowed the company to become one of the main players in passenger transport throughout Europe.

The new **Iveco Bus** brand reinforces the identity of this business together with the rest of the company's international activities. This promotes further development and recognition for the products of the bus range as a part of Iveco, specifically in markets such as South America and China, where the company has an important consolidated presence.

**Sustainability, Technology and Total Cost of Ownership** are the strong points of Iveco Bus, which are in complete coherence with the entire Iveco product range.

This new brand identity coincides with the launch of **an entirely new Euro VI citybus**, which will have its world premiere at the **60<sup>th</sup> UITP World Congress and Mobility & City Transport Exhibition in Geneva, Switzerland, from 26-30 May 2013**, an important appointment for the global collective transport network.



## Iveco

*Iveco, a Fiat Industrial company, designs, manufactures and markets a wide 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 firefighting, off-road missions, defence and civil protection. Iveco employs over 26,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.*

Turin, 24 May 2013