

## Iveco hosts Body Builders at Fiat Industrial Village

Iveco met with professionals from the European Body Builder network at Fiat Industrial Village for a series of meetings and workshops held throughout the month of June and which are still underway. These sessions provided a valuable occasion to discuss new market opportunities and the importance of close collaboration between the company and the sector. The series launch was inaugurated by **Iveco Brand President, Lorenzo Sistino**.

Highlights from the new Iveco product range were illustrated during the course of the meetings: from light, medium and heavy vehicles destined for missions as varied as urban distribution, construction or waste collection. Iveco offers a full range of products capable of adapting to any task for whatever type of vehicle and body the customer may require. As 70% of these vehicles require an equipped body, the importance of communication between the vehicle manufacturer and body builder was also further reinforced.

"Our objective is to operate in close collaboration with you, the bodybuilders, in order to realize products that have an added value; which possess the most advanced technologies and are recognized as being the best solution for the transport business, a new offer for our clients with a great value," remarked **Alessandro Mortali, Head of the Iveco Heavy Range**, on the launch day of the body builder event series.

Iveco's dedication to the body builder network was further underlined with the presentation of the new Iveco Body Builder website: [ibb.iveco.com](http://ibb.iveco.com), a new communication tool designed to strengthen the relationship between the company and the body builder sector. One of the most innovative of its kind, the new website is modern, easy to use and replete with information. It is designed to gather, analyze and summarize the different expertise and needs of operators based throughout Europe, dedicating an area

exclusively to technical information with 2D and 3D designs, technical specification sheets, instructions and information on regulations.

The website's wealth of available information and services make it a useful and comprehensive tool for the body builder and their respective activity: from instruction manuals to parts catalogues, to PTO and financial services. A section has also been devoted to electric/electronic connections between the vehicle and body, a fundamental aspect that guarantees efficiency and security for complex and future applications.

A product configurator allows users to search for model designs and specification sheets by selecting from a series of parameters, details and characteristics. The website also features a body builder showcase where professionals can publish their own products and services that have been designed for Iveco vehicles.

## 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, 2 July 2013