

## Iveco Bus delivers Magelys Pro to Eintracht Frankfurt

Iveco Bus will accompany the **Eintracht Frankfurt** football club for the 2013/2014 Bundesliga season, Germany's most important football league championship. The inauguration of the team partnership took place Friday, 28<sup>th</sup> June, with the delivery of a **Magelys Pro**, a bus belonging to a vehicle family that has been recognized as one of the leaders in the specialist Gran Turismo touring coach segment.

With the supply of this vehicle, Iveco Bus joins Eintracht Frankfurt's main sponsor: Alfa Romeo. It was recently announced that the Alfa Romeo brand logo will be displayed on the team's traditional red and black uniform jerseys. The Magelys Pro is also accordingly personalized with the German football club's colors along with the symbol of the House of Alfa featured beside the eagle, representing Eintracht.

Designed to provide a comfortable and relaxing experience while en route to a challenging sports match, the coach responds to the specific requirements of a professional team and personnel. The vehicle is equipped with a series of custom modifications including a 19-inch monitor and Wi-Fi connection. The central area of the coach is appointed with club tables.

The Magelys Pro further impresses for its **innovative design**. Its unique roof design features large glass roof arches offering a wide panoramic view of the world outside the coach's interior. This view extends to the front windshield, ensuring maximum visibility for the driver and low air resistance which results in increased mileage and low noise levels.

The Magelys Pro supplied to the German team is a 12.8 meter version, equipped with a Cursor 10 EEV engine, 450 HP and a fully-automatic 12-speed transmission.



**IVECO**

Unique style and design, high performance levels, optimized fuel consumption, low environmental impact, long-term reliability and above all excellent comfort for both the driver and passengers are the winning characteristics which make this vehicle ideal for any situation.

With this sponsorship, Iveco celebrates its entrance into the Bundesliga league with the aim of promoting the Iveco Bus brand in the German market. This is also an opportunity to once again articulate the company's shared values with those that define the world of professional sports, a field where rigor, determination and passion are the basis for reaching successful results.

## **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.*

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