

## The Iveco New Daily is the Title Sponsor of the 2014 edition of the Assen MotoGP

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The Iveco New Daily is the Title Sponsor for the 2014 edition of the Assen MotoGP, which will be held in The Netherlands on Saturday, June 28<sup>th</sup>. The Assen circuit will bear the name **Iveco Daily TT Assen**. This marks the first time that an Iveco vehicle is part of the official name of a race, thus further strengthening the partnership between MotoGP and Iveco.

At Assen, the Iveco brand will be visible on the starting bridge spanning two curves of the circuit, on the pit wall, and on the starting grid, but it will be the New Daily itself which will have the starring role. This vehicle from Iveco's light range was recently launched on international markets and will be on display at various points along the circuit. Three New Daily (two van versions and one chassis cab version) will also perform a lap prior to the start of the race on Saturday.

The New Daily, is the heir to a "global" vehicle which, in its tenure, has sold more than 2.6 million models in over 110 countries around the world. The latest version has made its triumphant entry onto international markets by demonstrating the perfect synthesis of its impressive heritage, which has not just been retained, but also enhanced and innovated. The vehicle has been available through Iveco dealerships across Europe since early June and has seen decidedly positive results thus far: more than 7,500 orders were placed between the first week of June and to present.

For more than four years now, Iveco has been a partner of MotoGP, the premier international motorcycling championship, as "Trucks & Commercial Vehicles Supplier". This collaboration was cemented by providing Dorna Sports, the Spanish company charged with organising the MotoGP world championship, with four Daily and three new Stralis Hi-Way, Iveco's flagship heavy range vehicle. Iveco vehicles, noted for their reliability and safety, are used throughout the season to transport materials, gear, and equipment, as well as mobile workshops.

A new addition to this year's Road Racing World Championship Grand Prix is Moto 3, the junior category in which motorcycling's rising stars will compete. Iveco is the Official Supplier of Sky Racing

Team VR46, which was created in collaboration with Sky Sport and Valentino Rossi's company, VR46, and competes on KTM bikes at the Moto3 world championships. The collaboration includes the supply of two black, 500-hp Euro VI Iveco Stralis Hi-Ways, which are outfitted in the team's colours and used to transport materials, as well as mobile workshops and hospitality units.

The collaboration with prestigious partners such as Dorna Sports and Sky Racing Team once again confirms Iveco's strong ties with the world of sport, even the most extreme kinds, perfectly combining energy and enthusiasm together with discipline and team spirit.

## Iveco

*Iveco is a brand of CNH Industrial N.V., a global leader in the capital goods sector, listed on the New York Stock Exchange (NYSE: CNHI) and on the Computerised Stock Exchange, organised and managed by Borsa Italiana (MI: CNHI). Iveco 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 fire-fighting, off-road missions, defence and civil protection. Iveco employs over 27,000 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.*

For further information about Iveco: [www.iveco.com](http://www.iveco.com)

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