

Press Release

IVECO “goes electric” with Metallica on the European leg of the band’s massive M72 World Tour

- IVECO partners with Metallica, supporting them on the European leg of the M72 World Tour with electric and natural gas trucks and minibuses.
- With its low- and zero-emission vehicles, IVECO will contribute to the band’s goal of reducing their carbon footprint one concert at a time for a sustainable show experience.
- The partnership between IVECO and Metallica is based on shared core values of environmental sustainability and social responsibility.

Turin, 15th November 2023

IVECO announced a historic partnership with Rock & Roll Hall Of Famers **Metallica** during the launch event of its full range renewal in Barcelona. The brand will support the band during the European leg of the M72 World Tour, filling stadiums across the continent from May to July 2024. IVECO electric and natural gas trucks and minibuses will join the Metallica caravan, transporting the band and their equipment to their concert locations in Munich, Helsinki, Copenhagen, Warsaw and Madrid. The announcement closed with the official launch video of IVECO’s new full range, enlivened by the ‘electrifying’ soundtrack of Metallica’s hit song “It’s Electric”.

Luca Sra, President, Truck Business Unit, Iveco Group, stated: *“The launch of IVECO’s 2024 full range is a unique milestone in our history that opens an exciting chapter powered by our new energy. There could be no better time to announce a truly electrifying partnership. We are very happy to go ‘down the highway’ with this amazing band and crew onboard our alternative propulsion vehicles, driven by our shared vocation for supporting sustainable communities and pushing the boundaries for a better world.”*

IVECO will provide electric and natural gas **S-eWay and S-Way Metallica Special Edition** heavy-duty trucks, personalised with a specially designed livery in the colours of the band’s *72 Seasons* album. The matte black bodywork is flooded by a bright yellow finish on the side of the cab, while the front grille bears the iconic airbrushed Metallica logo. **eDaily and Daily Natural Gas minibuses**, also in a **Special Edition Metallica livery**, will provide a shuttle service for the band’s crew during the concerts. These “green” vehicles will contribute to Metallica’s goal of reducing their carbon footprint one concert at a time for a sustainable show experience and will.

In addition, initiatives are being planned to engage truck drivers. One example is an invitation to drivers, regardless of the brand of their vehicle, to submit videos of themselves performing to Metallica music for a chance to win concert tickets.

IVECO and Metallica share a strong focus on environmental protection and social responsibility. IVECO is known for its commitment to “green” transport through long-standing investments in alternative propulsion solutions. As part of Iveco Group, the brand has committed to reaching net zero carbon by 2040 and will continue to support communities impacted by natural disasters and war, run training programmes for vulnerable youth and donate to feed people in need. These programmes align remarkably with the initiatives of Metallica’s foundation, “**All Within My Hands**”, which supports local food banks while the band is on tour, runs the Metallica Scholars workforce education initiative in support of community colleges, and contributes where possible to disaster relief efforts. Two partners perfectly in tune for a better future.

IVECO

IVECO is the brand of Iveco Group N.V. (EXM: IVG) that designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks and vehicles suitable for any body type.

It constantly innovates and extends its product portfolio to provide every customer with the vehicle that matches their mission precisely. Its full-line offer is designed around the Driver’s needs to deliver an excellent experience with a focus on safety and comfort. A wide range of advanced digital, connectivity-enabled services developed to help fleet owners run their fleet efficiently enhance IVECO’s complete transport solution.

IVECO pursues its decarbonisation strategy through a multi-energy approach that includes the further development of bio-methane, battery electric and fuel cell technologies.

IVECO operates 6 manufacturing plants and 7 research and development centres. It counts on 3,500 sales and service points in over 160 countries, which guarantee technical support wherever an IVECO vehicle is at work.

IVECO drives the road of change by powering the transformation of the transport industry, propelled by the ambition to be the most reliable partner and full-line player for its customers.

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