

# Press Release

## IVECO multi-energy fleet to kick-off the European leg of Metallica M72 World Tour

- IVECO will deliver low-emission transport for the Tour with its natural gas, battery-electric and renewable diesel-powered vehicles. Part of the fleet will be powered by Shell's low-carbon fuels provided by the energy company's European network
- The Metallica-inspired special edition livery, designed by Iveco Group's Centro Stile, will embellish a limited series of 72 heavy-duty trucks complete with high-end outfitting and features
- IVECO's engagement activities, including a special contest showcasing drivers' talents with Metallica music, demonstrate the brand's commitment to recognising and supporting truck drivers
- More than 1,400 tickets have been set aside for customers and Iveco Group employees to attend the concerts and enjoy a unique IVECO VILLAGE experience at the different venues

Turin, May 23<sup>rd</sup> 2024

IVECO is ready to join Metallica on the band's European leg of the M72 World Tour as part of the partnership announced last November in Barcelona at the launch of IVECO's fully renewed lineup. Together, IVECO and Metallica are driving the reduction of CO<sub>2</sub> emissions and supporting the communities where the concerts will take place through their shared commitment to sustainable actions. IVECO is partnering with the rock band to deliver low-emission transport to all of the 9 stops on the Tour in Europe (Munich, Milan, Vienna, Helsinki, Copenhagen, Oslo, Clisson, Warsaw and Madrid), providing **natural gas, electric and renewable diesel-powered trucks and minibuses** for the logistics for Metallica staff and concert equipment. A fuel cell electric truck will also join the ranks of the multi-energy fleet in the final stages of the Tour.

IVECO will also collaborate with Shell to refuel the vehicles on the routes to the concert venues, relying on the energy company's network of filling stations.

**Luca Sra, President, Truck Business Unit, Iveco Group**, stated: *"We are delighted to go 'down the highway' with the amazing Metallica. Our alternative propulsion vehicles powered with Shell's low-carbon fuel solutions will contribute to reducing the band's carbon footprint on the European dates of their M72 Tour. The multi-energy*

*fleet, personalised with a special edition Metallica livery, will act as a powerful ambassador of sustainable transport as it travels on the roads across Europe and at the concert venues”.*

*“When we first met with Iveco Group they illustrated their vision for this project and how they aim to change the future of transportation and carbon emissions. We immediately knew that Metallica’s goals aligned with theirs, and realized the huge potential of reducing CO2 emissions in heavy-duty transport vehicles. We’ll be launching our partnership in May of ‘24 when the M72 World Tour continues throughout Europe with IVECO’s natural gas, electric and renewable-diesel powered vehicles moving our gear from city to city. Together we’ll be able to contribute to Iveco Group’s pledge of reaching net zero carbon emissions by the year 2040. How incredible for us to be part of that!” commented **Metallica**.*

*“Shell has been collaborating with IVECO to help lower life cycle transport emissions, aiming to providing low-carbon fuels, such as Shell BioLNG and Shell Renewable Diesel. For example, Shell BioLNG offers a 100% reduction in CO2e\* life-cycle emissions to dedicated loyal customers, compared to B7 diesel,” commented **Janine Albrecht-Webb, Shell General Manager Commercial Road Transport Europe**.*

### **IVECO's multi-energy fleet powers Metallica's European Tour with sustainable innovation**

The fleet supporting the European leg of the Metallica Tour will be made up of 10 IVECO S-Way heavy-duty natural gas vehicles and 4 IVECO S-Way powered by renewable diesel, which will be used to transport the band’s equipment leveraging on the Shell refuelling network. The multi-energy fleet will be complemented by a convoy to provide further logistics and show support with 2 IVECO S-eWay – the first born-electric heavy-duty truck fully manufactured by IVECO –, 2 IVECO S-Way LNG and one IVECO S-Way powered by renewable diesel. An IVECO S-eWay Fuel Cell will join the convoy for the last Spanish dates.

A shuttle service for the band’s crew will be provided by eDaily minibuses and an Evadys coach, from the sister brand IVECO BUS.

With IVECO’s alternative traction vehicles, Metallica will make a significant leap forward on its decarbonisation journey. Environmental sustainability and social responsibility are the common ground on which the partnership between IVECO and Metallica is built.

Part of the fleet of IVECO S-Way trucks on the Tour will be fuelled by Shell Renewable Diesel and Shell BioLNG. In Europe, Shell Renewable Diesel offers up to 90% less life cycle CO<sub>2e</sub> emissions compared to B7 diesel. Shell BioLNG offers a 100% reduction in CO<sub>2e</sub> life-cycle emissions for loyal customers, compared to B7 diesel. For transport companies focused on reducing their carbon footprint, Shell BioLNG provides an immediate, drop-in solution for emitting life cycle CO<sub>2e</sub> emissions as its chemical properties enable a switch from LNG without changes to infrastructure or equipment. Shell will also deliver Shell FuelSave Diesel and Shell LNG, and the energy company will purchase carbon credits for the calculated life cycle CO<sub>2e</sub> emissions that cannot be avoided or reduced.

### **IVECO's Metallica-inspired fleet: a striking livery and Limited Edition trucks**

Iveco Group's Centro Stile has designed a striking special edition livery for the entire fleet, drawing inspiration from Metallica's 72 Seasons album which delves into the transformative experiences of the first 18 years of life, likened to 72 seasons of growth and evolution. This unique livery features a sleek black design with vibrant yellow accents, echoing the album's aesthetic. Notably, the front grille proudly showcases the iconic Metallica logo, symbolising the partnership between IVECO and the iconic band.

A limited run of 72 high-end heavy-duty trucks, adorned with exclusive outfitting inspired by Metallica, is set to launch in the latter half of the year, offering enthusiasts a chance to own a piece of this collaborative venture.

### **Truck drivers in the spotlight with unique engagement activities**

At the heart of all IVECO's efforts are truck drivers, and this is reflected also in its partnership with Metallica, which will include engagement activities designed to highlight drivers as the protagonists. A special contest will invite drivers of all vehicle brands to submit videos of themselves performing to Metallica music, with opportunities to win concert tickets and amazing prizes. Finally, the MY METALLICA TRUCK digital tool will allow fans to create personalised Metallica-themed backgrounds featuring their photos, perfect for sharing on social media. These initiatives underscore IVECO's dedication to recognising and supporting truck drivers, and are aligned with its driver-centric values.

### **An exclusive Metallica concert experience with special hospitality at IVECO Village**

With the aim of involving all its stakeholders in the Tour, under the partnership over 1,400 tickets have been set aside for IVECO's clients and customers, as well as Iveco Group employees who have the chance to win tickets through a special contest. IVECO friends will be hosted in **IVECO Village**, a unique Hospitality Area customised with the iconic band style and colours.

*\*CO<sub>2</sub>e stands for carbon dioxide equivalent, which is a metric used to compare the global warming potential of different greenhouse gases.*

*SHELL: The companies in which Shell plc directly and indirectly owns investments are separate legal entities. In this press release "Shell" is used where references are made to Shell plc and its subsidiaries in general*

## **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 7 manufacturing plants and 8 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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