

## Itala and the Iveco vehicles arrived in Beijing

Itala and the Iveco vehicles arrived at the Italian Embassy in Beijing perfectly on schedule, welcomed by the Italian Ambassador Riccardo Sessa.

The convoy, made up of Iveco vehicles escorting Itala, left Paris in July calling at the principal European capital cities and entered in China after travelling through Eastern Europe, Russia and Mongolia.

With this endeavour, that revives the challenge launched by the French daily newspaper *Le Matin*, Iveco recalls a glorious page in Italian automotive history, other than promoting the technological excellence of 'made in Italy' by means of a voyage that, in the words of Barzini in 1907, "Covers half of the world".

The new Iveco off-road range escorted Itala in the endurance test. Each vehicle involved in the trial had a well defined role:

**New Trakker:** an evolution of the already excellent Trakker, the heavy off-road vehicle has been transporting spare parts and provided logistic support.

**Eurocargo 4x4:** for its power characteristics and versatility of mission, Eurocargo supported the trial by means of camper/kitchen and stores/workshop.

**Daily 4x4:** perfect off roader suitable for all situations, it was the true "guardian angel" for Itala as the car's reserve of lubricants and parts.

**Torpedo:** a secure and indestructible machine with the features of a military logistics vehicle.

**Massif:** in its prototype version, the new Iveco extreme off roader with engine and gearbox derived directly from the light commercial new Daily took an extra opportunity to put itself to the test.

In preparing for this challenge, Iveco availed itself of the technological excellence of Eltrac (Elettronica Trasporti Commerciali), the wholly owned subsidiary specialised in vehicle electronic applications. Eltrac supplied technical assistance in the preparatory phase and, during the trial, the correct functioning of the vehicles involved through



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telematic monitoring. In addition, Eltrac has supplied specialist training to the vehicle drivers in advanced diagnostics and maintenance of the electronic equipment.

Iveco supports the endurance test with the technical and financial contribution of excellent partners: FPT – Fiat Powertrain Technologies, the Fiat Group company specialised in engine and driveline solutions, ZF, PPG, and Bosch.

### **Iveco**

*Iveco designs, manufactures, and markets a broad 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 24,500 people and runs 28 production units in 16 Countries in the world using excellent technologies developed in 5 research centres. Besides Europe, the company operates in China, Russia, Australia, Argentina, Brazil, and South Africa. More than 4,600 service outlets in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.*

Turin, 20 September 2007

Press Release