

## Iveco best importer in Germany

Iveco has the best image in Germany concerning imported commercial vehicles. That is the result of a poll from "EMNID research institute", organised annually by the important fleet manager magazine *Verkehrsrundschau* according to the brand reputation of the various manufacturers present in the market. This is the first time that Iveco has won this important annual Image ranking survey, increasing its score by almost 6% compared to last year's result according to the panel of judges made up from representatives of German transport companies.

The price was delivered on 29<sup>th</sup> January to Henrik Starup, General Manager of Iveco Germany, in Munich.

The prize is testament to much hard work carried out by Iveco over the last two years in which it has launched 10 new models so renewing its entire product range and even extending it with the launch of new models, Massif and Campagnola 4x4 models and the Eurocargo CNG models.

Added to this are the resources and commitment dedicated to the improvement in brand quality, including memorable sporting sponsorships, that have produced an exponential improvement in the value of the Iveco brand. Today, the Iveco brand has acquired enormous prestige in the market place, communicating quality and reliability that reflects on the value of the product.

### 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 26,000 people and runs 27 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.*

Torino, 2<sup>nd</sup> February 2009