

Iveco ECODAILY, star of the "Open doors"

Following its presentation to the international press during June 2009, ECODAILY, the latest version of Iveco's light commercial vehicle, has won the confidence of many customers.

Even before completion of the launch activities in all markets, more than 12 thousand orders from all over Europe testify the great interest shown by customers for ECODAILY.

Now the vehicle is about to make its official entry as a protagonist in the market. And it does so naturally with the help of "Popeye" historic animated cartoon hero that took part in the initial vehicle launch activities representing positive force, naturalness and simplicity, values which coincide well with those ECODAILY: Innovation, Performance, Ecology and Productivity.

During the course of this month a series of initiatives will take place in all European markets for the public to get close and try out this latest version of the vehicle representing "Economy and Ecology" but also "Strength and Respect" keywords of this product from the Iveco range, which offers practical answers to those in search of technological innovation and respect for the environment, without sacrificing performance, reliability and robustness.

Attributes and values that ECODAILY confirms with the widest range of vehicles in its class that provides the highest productivity and versatility with an offer for every application (van, chassis cab, crew cab, minibus, combi), with its latest incarnation, 7t van and chassis cab versions and especially with the possibility to choose among numerous alternatives in engine power, wheelbase, length, height and axle ratio. But even with new EEV certified diesel engines, superior not only to the Euro V, but is the most stringent of European regulations on exhaust emissions, in addition to the electric version and the Natural Power bi-fuel with its super-ecological EEV engine optimized for natural gas operation, with a small gasoline tank for emergency 'get-you-home' use.

ECODAILY also offers Blue & Me Fleet™, the telematics solution built on a Fiat - Microsoft platform and born of a collaboration with Qualcomm, the world leader in telematics fleet management, just recently awarded the Post-Expo "Transport Innovation of the year" trophy. Iveco employs innovation also to ensure maximum safety: on ECODAILY Iveco has decided to make the ESP stability control available as standard equipment on all versions, with the additional LAC (Load Adaptive Control) function that optimizes the system performance, recognising the vehicle's axle load distribution.

The ECODAILY will be the main protagonist in the Iveco dealers' "Open Doors" initiative, starting from today in France, then in Italy, where the public will have the opportunity to test the vehicle in dealerships this Saturday 10 October. It will then be launched in Germany and in Spain, organised as a road show, in Portugal and gradually all other European countries.

Other promotional and advertising initiatives are planned according to the differing market needs. In Italy the "Open Doors" precedes an advertising campaign supporting the launch of ECODAILY that will feature "Popeye" and will be aired on major national radio networks and will be published in major newspapers.

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 27,000 people and runs 27 production units in 16 Countries in the world using excellent technologies developed in 6 research centres. Besides Europe, the company operates in China, Russia, Australia and Latin America. More than 6,000 service outlets in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

Torino, 6th October 2009

For broadcast-standard video supporting this press release, please visit www.thenewsmarket.com/iveco.