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**IVECO**

Press Release

## Iveco is All Blacks & White

Always sensitive to humanitarian and sporting events characterised by a strong position of solidarity, Iveco, after being the main player of the "Partita del Cuore 2009", which drew the audience for the big events at the Olympic Stadium in Torino last May, returns to the field for another good cause.

The company has decided it to be an active part in a new event of sport and solidarity. These are the "All Black & White", that is a charity initiative that sees as participants the world famous New Zealand national rugby team, of which Iveco is the Official Global Sponsor and Juventus, with players' jerseys bearing the brand name of the Official Sponsor, New Holland, the Fiat Group's agricultural and earth moving machinery division.

The initiative, presented today at the Juventus Centre in Vinovo, comes directly under the auspices of the Fiat Group, whose support to the world of sport, already consecrated in 2006 with the sponsorship of the XX Olympic Winter Games in Torino, has been confirmed in many projects undertaken in recent years.

Taking advantage of the presence in Italy of the All Blacks, that next Saturday in Milan will be the protagonists of what has been dubbed the "Iveco derby", i.e. the test match against the Italian national team (also sponsored by Iveco), a symbolic meeting held today between the worlds of the oval ball and the round one in the sign of solidarity and above all of the colours black and white. The captain of the All Blacks, Richie McCaw, and that of Juventus, Alessandro Del Piero, have exchanged their shirts, bearing for the occasion, the Iveco logo.

The jerseys, fully autographed by the team players, will be a charity auction on eBay and the proceeds will be donated to the Foundation "Growing together with St. Anna," created in collaboration with Juventus for the expansion of the department of Neonatology of the Hospital St. Anna in Torino.

The initiative will conclude with a handover ceremony of the funds derived from sale during the fixture, Juventus - Udinese, whose colours are black and white for both, scheduled for Sunday 22<sup>nd</sup> November in Torino. Thanks to the synergies of the Fiat Group, including sports sponsorship, the team coached by Ciro Ferrara, will take to the field in this special and unique occasion, wearing the jersey presented today in Vinovo, with the Iveco logo instead of the New Holland.

"All Blacks & White" is introduced by Iveco, that has for many years chosen to align its international identity with high level characters and sporting events who express a great positive energy. It has been so in the past with several sponsorships in football,



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skiing, boxing and athletics up to the recent Winter Olympics in Torino 2006. Energy that today Iveco puts into sharper focus in the role of official supplier to the Scuderia Ferrari, as well as to the Yamaha MotoGP team and with the entry, in the last two years, to the world of rugby, with the sponsorship of the world famous New Zealand national rugby team, the All Blacks, and the FIR (Italian Rugby Federation).

### **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.*

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