

Iveco Tector is Brazilian “Truck of the Year”

Tector, the new Iveco medium range truck for the Latin American market, has been elected "Truck of the Year 2010" by Autodata, the most important automotive sector specialist magazine in Brazil.

It is the third consecutive occasion in which the prize has been awarded to an Iveco product: the recognition to Tector follows that already won by the Stralis (2007) and for the Daily 70C16 (2008).

The choice of Tector was achieved by an Internet survey launched by the magazine, whose readers have praised the qualities of excellence in the vehicle in respect of economy, innovation and strength.

Designed on the basis of the European Eurocargo model and launched in late 2008, the vehicle has already enjoyed sales success in the medium-heavy vehicle segment (16 to 26 tonnes gvm), increasing annual sales by 2 to 6%.

At the same time, Iveco has been recognised by Autodata magazine in terms of Business Management for its bold brand expansionist strategy in the Latin American truck market.

The Latin American company has a long established history and is already well established in Brazil, Argentina and Venezuela but the goal is to further expand its actual commercial presence and sales in other countries of South America, such as Colombia, Peru, Chile, Costa Rica, Ecuador, the Dominican Republic and Uruguay. The goal is to quadruple total sales in Latin America by 2012.

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, 10th December 2009