

Iveco at the "Sahara Ramble"

The expedition "Sahara Ramble" left Genoa yesterday destined for North Africa, with the well known travellers and video professionals, Pierluca Rossi and Enrica Rabacchi, previously engaged in adventures of this kind.

To get around, Rossi and his colleagues make use of two latest generation Fiat Panda 4x4s, equipped with the brilliant 1.3 Multijet engine, and two Iveco vehicles. One is a five-door Massif, the new professional light off-road vehicle launched last year for mixed transport synonymous with ruggedness and reliability thanks to its separate chassis, able to confront the most inaccessible terrain, and a Daily 4x4 fitted out as a camper to ensure comfort and accommodation during the expedition.

The route planned by the two travellers will take them across the Sahara and some North African countries, with a deviation in Andalusia in southern Spain, to discover many sites protected by UNESCO before returning to Genoa on 20th February 2010.

The expedition can be followed daily on the internet site www.sahararamble.com as well as through the dedicated blog at www.fiatontheweb.fiat.it.

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, 17th December 2009