

**The New Iveco ECODAILY is the “Commercial Vehicle of the Year 2010” in France”**

After having received several awards last year in Great Britain and Ireland, and having won the appreciation of the public, reflected in the 30 thousand orders received in the first four months of its availability, the new ECODAILY wins once more, this time in France. The renewed Iveco light range commercial vehicle, was in fact elected “Utilitarie de l’Année 2010” by the prestigious French weekly “L’Argus de l’Automobile”, in an event that took place yesterday evening in Paris in the splendid scenario of the Eiffel Tower.

The jury, composed of industry experts, specialist journalists, rental companies, body builders and vehicle users, which meets annually to elect the best commercial vehicle among all new models sold in France, has chosen ECODAILY for the richness and diversity of the vehicle range relative to competitors.

In particular the qualities of great value and ecological quality of ECODAILY were highlighted as good results of the significant investment made by Iveco in bringing solutions that respect the environment using clean fuels to achieve safer, more profitable and eco-compatible mobility.

The Daily "family", which results from the continuous development over a period of 30 years of development and improvements, arriving now with the prefix ECO: Economy and Ecology, with full respect for the environment and above all very much in advance of the requirements of current environmental standards in force.

The ECODAILY range now offers vehicles that provide excellent environmental performance with four ecological power units: two Diesel versions that meet the stringent EEV (Enhanced Environmentally Friendly Vehicle), a methane-petrol engine bifuel (Natural Power) version, optimized for natural gas, with a small auxiliary petrol tank, serving as an emergency fuel supply, and the pure electric version (ECODAILY Electric). Technological innovations that make the ECODAILY vehicle particularly well equipped to satisfy the challenges of increasingly sustainable developments, without compromising performance, reliability and robustness of the product.

ECODAILY is available in no fewer than 7 000 different configurations, from 3.2 to 7 tons of total weight, with a wide range of chassis cabs and vans from 7 to 17m<sup>3</sup>. ESP is offered as standard, adding safety to the already outstanding qualities and reliability of the vehicle, now renewed with improved comfort and aesthetics both within the cab and outside, and not just for those who are driving, thanks to the presence of the Blue & Me Fleet; the telematics system for fleet management. Developed on a platform born from the Fiat-Microsoft collaboration and Qualcomm,

the world leader in solutions of this kind, Blue & Me Fleet provides reductions in operating costs and improved profitability for users of commercial vehicles.

These are the strengths, repeated by generations of professionals for over 30 years using the Iveco Daily range, recognising ECODAILY as the winner of the prestigious award in France, bringing the best in vehicle quality: Innovation - Performance - Ecology and Productivity.

No coincidence that these were the values summarised at the press launch of ECODAILY – strong by nature led by the legendary “Popeye”.

### **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, 21<sup>st</sup> January 2010

*For broadcast-standard video supporting this press release, please visit [www.thenewsmarket.com/iveco](http://www.thenewsmarket.com/iveco).*