

The New Daily with the Phillip Island MotoGP

The New Daily, the latest evolution in Iveco's commercial range, will be one of the leading players in the MotoGP scheduled for this weekend at Phillip Island, Australia.

The New Daily, after its début in September at the "Fiat Industrial Village" in Turin, the first Fiat Industrial multifunctional centre in the world, will be on show to all motorcycle lovers.

At the Phillip Island event, now in its third consecutive year under the name "Iveco Australian Motor Grand Prix", the New Daily – "Fit for a Superhero" - will be visible all around the circuit; the trackside banners on the bridge, bends and home straight will be displaying the New Daily, alongside the "S" of Superman, the most famous superhero in the world, to highlight its Superqualities of toughness, strength, reliability, versatility and respect for the environment.

The latest version of the New Daily comes with the most powerful diesel engine in its class, the 205 cv (150 kW) 3-litre Euro 5 Twin Turbo, with a maximum torque of 470 Nm and an ESP 9 safety system, one of the most excellent of its kind. In addition, the 2.3-litre powertrains come in combination with the new Euro 5 engine calibration, the Start & Stop and GSI (Gear Shift Indicator) systems and the new 6 ratio gearbox, solutions that make it possible to improve consumption and CO₂ emissions by up to 10%.

The Iveco Australian Motorcycle Grand Prix 2011 is part of the sponsorship agreement in which Iveco, for the second year running, is the "Trucks & Commercial Vehicles Supplier" for the MotoGP, the most important championship in the motorcycling world, with over 60 years of history, broadcast in 207 countries with a TV and media audience of 30 million people each race.

"Since 2009 we have been strengthening our link with the MotoGP, which is bringing us excellent visibility results – says Mauro Veglia, Iveco Medium & Light Commercial Vehicles Range Vice President and Iveco Marketing Director – and it is for this very reason that we've decided to support the launch of the New Daily on such an important world stage as the Phillip Island Grand Prix".



Iveco

Iveco, a Fiat Industrial company, 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 almost 25,000 people and runs 24 production units in 11 Countries in the world using excellent technologies developed in 6 research centres. Besides Europe, the company operates in China, Russia, Australia and Latin America. Around 5,000 sales and service outlets in over 160 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

Torino, 14th October 2011