

## Iveco is a partner of the 2012 MotoGP World Championship

For the third consecutive year, Iveco is once again a partner as Trucks & Commercial Vehicles Supplier for the 2012 MotoGP season, the main international motorbike championship that started with the exciting floodlit Qatar race in Doha last Sunday (8 April). The opening round of the World Championship has seen the first two corners branded Iveco New Daily, together with the iconic Superman logo which Iveco has used alongside its launch.

The 2012 MotoGP season, which stretches over 18 Grand Prix in 14 different countries, builds on the sport's 60 year history and is broadcast on television in 207 countries, with an average audience of 30 million people per race. Thanks to an agreement reached with Dorna Sports, the Iveco brand will be present and highly visible at many circuits this year.

Iveco is also *Title Sponsor* of both the Assen race in Holland and the Aragon race in Spain, taking place on the 30<sup>th</sup> June and 30<sup>th</sup> September respectively. The events will be referred to as the Iveco TT Assen 2012 and the Iveco Grand Prix de Aragon. On both tracks the Iveco brand will be visible along the entire circuit, including on the bridge over the starting grid.

And once again this year, Iveco will provide essential support for the championship organisers by supplying 13 Stralis and four New Dailys that will transport fittings, materials and equipment, offices and mobile workshops for all competition venues.

The partnership also continues between Iveco and Team Yamaha Factory Racing, which has entered 2011 Championship runner-up Jorge Lorenzo and MotoGP's rising star, Ben Spies, who was ranked 5<sup>th</sup> overall last year. Iveco will be the Official Sponsor of the Team and, as in the previous seasons, it shall provide 7 Stralis and 2 Dailys to transport the Yamaha motorbikes and personnel between circuits, along with their equipment, workshops and mobile offices.

The partnership between Iveco and the Pramac Racing Team of rider Héctor Barbera will also continue, with Iveco supplying 3 Ecostralis tractor units to support the team. In synch with Iveco and with the principles of increasingly sustainable mobility, the Team Pramac's "eco" efforts continue as they show an increasing concern for the environment: the structure they will be using to house the team and personnel at events will be extra-lightweight in order to reduce fuel consumption during shipment, the interior décor will be made from entirely recycled materials and like the mobile offices it will be powered using wind turbines. Furthermore, the Team will be using electric motorbikes to move around the Paddock.

Iveco's close involvement with the World Motorcycle Championships continues to be viewed by Iveco as a great opportunity to promote its full range of commercial vehicles and its brand throughout the world.

## 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 in 11 Countries in the world using excellent technologies. 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.*

Turin, April 13, 2012