

Iveco to showcase new models at Guangzhou Motor Show

Marking its official entry under its own brand on the Chinese market, Iveco is presenting three of its latest European models to Chinese audiences at the Guangzhou Motor Show. Running from 22-24 November 2012 at the China Import and Export Fair Complex in Guangzhou (China's third largest city), the exhibition is specifically directed towards the commercial vehicle sector and is open to both press and public visitors.

The models on public view are the New Trakker 8x4, the ultra-versatile Eurocargo 4x4 chassis and the new Stralis Hi-Way, which recently won the "Truck of the Year 2013" title, recognized as the heavy vehicle that has made the greatest contribution to road transport efficiency.

The New Trakker is Iveco's signature heavy truck, dedicated to on/off-road missions and ideal for any climate type or driving conditions. Of the three models on display, the medium-range Eurocargo 4x4 is especially catered to the Chinese market, equipped with custom-designed features to meet the demands of a Chinese clientele. A European market leader in the 6-18 T commercial vehicle class, the Eurocargo is built to tackle the most difficult of terrains, proving optimal for assignments involving road and construction sites, winter road maintenance and civil and emergency services.

This event is the first to be held by Iveco Commercial Vehicle Sales Co. Ltd. (Iveco China). Iveco China is charged with introducing the brand's high-end products to regional customers as well as coordinating overseas export for products that are manufactured via Iveco's joint-ventures in China with Nanjing Iveco (Naveco) and SAIC-IVECO Hongyan.

The Iveco China press conference held at the Motor Show focused on both its role in China's imported truck market and that of its global strategy. This presentation also addressed the establishment of Iveco's sales and service network, whose institution is predicted to span across China's Tier-1 cities in a matter of two to three years' time.



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. The company operates in Europe, 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, 22 November 2012