

## **“Give me 5”: New Daily protagonist of commercial “Super-offer” in Europe**

Iveco introduces “Give Me 5”, a new promotional and international campaign launched in Italy and France, which stars the New Daily in a commercial “Super-offer” to those who use this Iveco light vehicle for their daily work. The New Daily was launched last September with the campaign “Fit for a Super Hero”, confirming itself to be a “Super” vehicle and making its super-powers available to customers to handle every mission.

For the Italian market, there are five key points of “Give Me 5” offer, which is valid until 31 July: five years Leasing, five-year full warranty, five-year insurance policy against fire and theft, five-year guaranteed used value and five years of flexible instalments. The campaign is valid for all versions, including the latest one, both van and cab, with pneumatic suspensions.

Iveco’s light vehicle, winner of a number of awards in Europe during 2012, demonstrates its potential: engines up to 205 Hp, available as EEV or methane, and because of the “Give Me 5” promotion, even more advantageous for customers.

The offer will be spread throughout Europe and tailored to the specific needs of each European market: five advantages for the customer according to the market specific offer. For instance, in France the initiative is called “NEW DAILY. C’EST 5UPER”, applying the same conditions of the Italian market.

With the “Give Me 5” campaign, Iveco is reinforcing its customer-focus strategy, aimed at reducing the total cost of ownership (TCO) of the vehicle. The offer incorporates an integrated services package connected with the vehicle. “Give Me 5” is aimed at customers of Iveco’s light vehicles range, which are of high quality, efficient, and environmentally friendly.

## **Iveco**

*Iveco, a Fiat Industrial Group company, designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, quarry/construction site vehicles, city and intercity buses and special vehicles for applications such as fire fighting, off-road missions, defence and civil protection.*

*With approximately 25,000 employees, Iveco manufactures in 11 countries around the world using the most advanced technologies. Besides Europe, the company also operates in China, Russia, Australia and Latin America. Approximately 5,000 sales and service points in over 160 Countries guarantee support in any geographic area where there is an Iveco vehicle at work.*

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