



Trucks and
Commercial Vehicles

IVECO

Iveco plans a packed show for Hanover 2010

(Watford, 26 July 2010): Full range commercial vehicle manufacturer Iveco will be present at the IAA Hanover Show 2010, to be held from 23 to 30 September, with a significant number of new products, services and innovative technologies on display. The stand design is inspired by the renowned scientist, inventor, artist and sculptor, Leonardo de Vinci – with the centre of the stand featuring a depiction of Vitruvian Man.

Staff across the 2,700 m² stand will also be using the latest iPad technology to help convey information about Iveco's extensive vehicle range to visitors from around the world.

The theme of the company's stand will be "Driving innovation to reality" – a statement that signifies the fact that in recent years some of the most important technological innovations made by Iveco – such as electric vehicle and hybrid drive technology – have become commercially available. As a further testament to this, many of these vehicles now bear the livery of major Iveco customers who use them across Europe in a diverse array of applications.

The Iveco stand will be split into three sections: urban, medium & long distance and off-road. In the urban section four EcoDaily light commercials in different variants will be exhibited, including a zero-emission EcoDaily Electric van. Additionally, Irisbus, Iveco's bus and coach division will be displaying a 12 metre series hybrid Citelis bus which uses a diesel engine to drive an electric generator working with batteries to drive the vehicle. This Citelis is capable of reducing emissions by up to 30 per cent and contributing significantly to improving air quality in cities.

The medium and long distance section will be devoted to the Stralis, Iveco's flagship, which will be shown in multiple configurations to highlight its versatility. Taking pride of place on display will be a new enhanced productivity version of the Stralis, which will be enjoying its world premiere. It has been designed to make a major contribution to the sustainability of road transport and is technologically advanced – helping to optimise performance, reduce fuel consumption and cut CO₂ emissions to a minimum.

Amongst the vehicles on show in the off-road area will be an example of the Trakker, which is popular in quarries and construction sites all over the world. It will be joined by the Light Multirole Vehicle (LMV), which Iveco has designed for tactical military applications and peacekeeping missions.

In keeping with the company's theme "Driving Innovation to Reality", and developed in collaboration with the Fiat Research Centre, Iveco will display the Iveco Glider, a technology platform which explores the boundaries of excellence in productivity and environmental impact.

Iveco will also be demonstrating its innovative Blue & Me Fleet system, which is built on a Fiat-Microsoft platform and developed in partnership with Qualcomm, global leader in web-based solutions for managing vehicle fleets.

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Press Release



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A prominent place on the stand has also been reserved to highlight Iveco's international sponsorship programmes and key customers: from Ferrari to the Fiat Yamaha Team and from Coca-Cola to the Italian Civil Protection service.

An external display area will see eight Iveco vehicles on show, including a fire appliance, equipped with a telescopic 32m turntable ladder, manufactured by Iveco Magirus, together with a natural-gas powered Stralis. Also being exhibited is an example of the Leoncino, a medium-range truck based on a Chinese vehicle platform. This vehicle carries the name of a famous truck produced from 1950 to 1968 by Officine Meccaniche OM of Brescia, which later became one of the founders of Iveco. The Leoncino will be sold from next year in overseas markets outside Europe.

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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 25,000 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 5,000 service outlets in over 160 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

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ref: IVECO 10032

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