



Iveco Bus: the new Iveco brand dedicated to passenger transport

(Watford, 24 May 2013): Iveco Bus has today been launched as the new brand name for Iveco's passenger transport business, replacing the former Iveco Irisbus and confirming the company's commitment to this key sector.

The development marks the beginning of a new phase for Iveco's passenger transport activities with the objective of expanding sales activity globally. It is the last step in an extensive consolidation process, which has deep roots in the history of the company and is the result of more than a century's worth of experience. Indeed, Iveco Bus is built upon a prestigious European heritage which has allowed the company to become one of the main players in passenger transport throughout Europe.

The new Iveco Bus brand reinforces the identity of this business together with the rest of the company's international activities. It serves to highlight the bus range as being central to the global Iveco operation, specifically in markets such as South America and China, where the company has an important market presence.

Sustainability, technology and total cost of ownership are the three leading values championed by Iveco Bus; matching the driving principals adopted by Iveco in the van and truck sectors.

The new brand identity coincides with the coming launch of an entirely new Euro VI city bus, which will have its world premiere at the 60th UITP World Congress and Mobility & City Transport Exhibition in Geneva, Switzerland, from 26 to 30 May 2013.

Iveco

Iveco, a Fiat Industrial company, designs, manufactures and markets a wide 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 firefighting, off-road missions, defence and civil protection. Iveco employs over 26,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.

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