“A NEW BRAND NAME FOR IVECO ENGINES”

Iveco, one of the world’s most important manufacturers of commercial vehicles, buses and special vehicles, but also one of the leading producers of diesel engines, introduces a new brand for its engine activities in 2004.

In order to work more effectively with its external customers and to operate autonomously on the market, it has now created “Iveco Motors”.

This step had become necessary in view of the fact that approximately 60% of engine production is destined to customers outside Iveco.

“One of the main changes resulting from this reorganisation, is that the Iveco Aifo company will be absorbed into Iveco Motors.”

Iveco Motors has embarked on an extensive programme to develop its specialist sales and service network in the medium term with the aim of providing excellent service to all its customers, wherever they operate.
As José Maria Alapont, Iveco CEO underlined, “THE NEW Iveco Motors BRAND STRENGTHENS THE IMAGE OF Iveco's ENGINE PRODUCTION, WHICH IS NOW APPEARING 400,000 UNITS WITH A RANGE THAT IS ALREADY ON THE CUTTING EDGE WORLDWIDE FOR ITS OUTSTANDING TECHNOLOGY. ENVIRONMENT-FRIENDLY ENGINES WITH OUTSTANDING PERFORMANCE AND EXCELLENT QUALITY, BUT ALSO LOW FUEL CONSUMPTION, WHICH ALREADY RESPECT THE MOST STRINGENT GLOBAL EMISSIONS STANDARDS.