

“IVECO MOTORS OF NORTH AMERICA HOLDS MEETING FOR NEW DISTRIBUTORS”

Inaugural Meeting Strengthens Iveco Motors' Commitment to Distributors and Customers

CAROL STREAM, IL (AUGUST 9-10, 2004) — IVECO MOTORS OF NORTH AMERICA, INC., a subsidiary of Iveco Motors, a leading world-class diesel engine manufacturer, hosted a distributor meeting specifically for their new 2004 distributors from Canada, United States and Mexico. The meeting took place not only to educate the distributor network on engine products and sales support, but also to strengthen and enhance communication between Iveco Motors and the distributors.

“This meeting allowed 45 attendees representing our 15 new North American distributors to come together for the first time to meet each other and discuss Iveco Motors,” says Vincenzo Perrone, General Manager of Iveco Motors of North America. “Iveco Motors has a strong and growing distributor network that provides excellent support to their customers and OEMs.”

Throughout the two-day meeting, distributors participated in presentations by Iveco Motors' key employees on product support, marketing, communication, product management and the 2005 outlook. Iveco Motors engines are distributed for agricultural, marine, industrial and power generation applications – each of which was represented by the distributors who attended. The highlight of the meeting came when distributors were given a first look at the new engines.

“We are very happy to attend this meeting and learn more about Iveco Motors of North America and their impact in the engine industry,” says one of the distributors. “This meeting closed with a very positive reaction from all the distributors since it re-affirmed Iveco Motors' commitment in providing us with superior engines and product support.”

Iveco Motors engines are the result of over 100 years of engine-making traditions and offer the widest availability of customized engine build options. Headquartered in Torino, Italy, Iveco is recognized as a worldwide leader in power train systems. With production of almost 400,000 engines in 2003, the company has nine plants and three research facilities dedicated to engines, located throughout Italy, France, South America and Asia.

In order to respond to the demands of the North American marketplace, Iveco recently began operations in Carol Stream, Illinois, to deliver first class service throughout Canada, Mexico and the United States. Iveco Motors of North America, Inc. is a U.S. corporation fully owned by Iveco S.p.A, which is part of the Fiat group. Fiat S.p.A. shares trade on the New York Stock Exchange under the symbol FIA.

The newly opened **IVECO MOTORS OF NORTH AMERICA** offers complete product support and customer service. For more information please call (630) 260-4226. Iveco Motors brand line out of their North American headquarters at 245 E. North Avenue in Carol Stream IL, 60188.

