

“IVECO MOTORS MEETS THE DISTRIBUTORS IN SARDINIA”



373 people from 65 countries, representing 116 distributors took part in the first **“INTERNATIONAL DISTRIBUTORS’ CONVENTION 2004”** organized by IvecoMotors (Cagliari, 5-7 October 2004). The initiative, also attended by a lot of journalists, aimed at consolidating Iveco leadership in the production of diesel engines and enhancing its involvement in the development of a customer-oriented and widespread commercial network.

During the intervention on videoconference from Turin, José Maria Alapont Iveco CEO stressed the importance of the company global strategy focused on the quality of our vehicle range.

The results we have achieved so far - Alapont said - wouldn't have been possible without Iveco Motors qualitative and full product range (from 2,3 to 40 litres) which helped us to meet the market needs. The fact that 60% of our engines is used by other manufacturers and the remaining 40% is used in our own vehicles is a clear sign of their appreciation.



As far as environmental care is concerned, Iveco is fully compliant with both the Euro 4 standards in the traditional range and with natural gas engines, being their emissions standards even lower than Euro 5 standards (due for 2008).

"In these last few years - went on Riccardo Tardi, Iveco Motors Senior Vice President - the presence of diesel engines grew strongly in mature markets such as Western Europe and North America and, at the same time, in developing markets. In line with the markets growth, our production for 2004 is of about 430,000 units, versus 378,000 for 2003".

The production of diesel propulsion systems is one of Iveco traditional strong points and one of our most important technological achievements. Every time the competitive scenario required new standards, Iveco answered designing and autonomously realizing its engines, obtaining performance, consumption and emission levels at the top of all categories.

Though performance has progressively increased, the diesel engine still remains the cleanest, most efficient and versatile for vehicle and marine applications and energy production. Furthermore, thanks to the continuous efforts towards technological excellence, further performance improvement can be envisaged.



"In these last ten years Iveco Motors invested more than a billion euros in research and development in order to completely renew its product range and it is nowadays collaborating with a solid network of customers, both in the "captive" market (Iveco and parent companies) and in other markets.

Iveco can count on a worldwide of a network of points of sale and workshops - Tardi added - and on a brand recognized and appreciated at global level. One of our main objectives is to renew the tradition of excellence of our engines, significantly increasing the sale of our products worldwide".



Franco Fenoglio, Sales & Marketing Senior Vice President, stressed the strategic importance of engines within Iveco activities. The renewal and the completion of the engines range is one of the key factors for the success of the new vehicle range and allows Iveco to be among the leaders in all markets segments.

Luigi Carnino, Iveco PowerTrain Sales & Marketing General Manager, illustrated the strong points of the new brand Iveco Motors. The engines and applications, technologically on the cutting edge as far as performance and environmental care are concerned (particularly for natural gas engines), the points of sale and workshops present worldwide with high qualitative standards and the partnership with dealers are the keystones to achieve Iveco Motors commercial objectives.



IVECO MOTORS RECORDS

- 1980: first turbo engine for heavy vehicles
- 1985: first direct injection for small diesel vehicles
- 1989: first EGR system (for light commercial vehicles)
- 1992: first electronically-controlled diesel on heavy duty
- 1998: first diesel with turbine at variable pattern on heavy duty
- 1999: first Common Rail diesel for commercial vehicles