

“IVECO MOTORS OF NORTH AMERICA FAR SURPASSES DISTRIBUTOR EXPECTATIONS”

Strong Distributor Network Affirms Commitment to OEMs and Customers.

IVECO MOTORS OF NORTH AMERICA, INC., a subsidiary of Iveco Motors, a leading world-class diesel engine manufacturer, proudly announces exclusive agreements with 20 distributors for year ending 2004, for the distribution and service of Iveco diesel engines and parts for the United States, Canada and Mexico.

“We have completed and far exceeded our distributor network goal in providing the best Iveco Motors’ distributors throughout the country,” says Vincenzo Perrone, General Manager of Iveco Motors of North America. “Our network will continue to grow in 2005 until we have the most complete representation of Iveco Motors throughout North America.”

These exclusive distributors sell and provide support for the Iveco Motors’ products that can be specified to meet any application in the industrial, agricultural, marine and power generation industries. Iveco Motors stands by their proactive product support and service, and with the experienced and well-trained distributor network, located throughout the United States, Mexico and Canada, customers are certain to receive excellent product support and timely application solutions.

Along with all of the distributors’ warehouses, Iveco Motors of North America has a spare parts distribution center, located in Springfield, Missouri. This center carries a complete inventory of spare parts for all of Iveco’s engine families including the 8000 series, NEF and CURSOR.

“The centralized location and experienced staff of our parts distribution center ensures our customers receive excellent product support,” says Archie Emmert, Product Support Manager of Iveco Motors of North America.

Iveco 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 more than 430,000 engines in 2004, 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 (USA); or visit www.ivecomotors.com .

