

“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.

“THE COMPANY'S DECISION TO CREATE THE NEW BRAND, Iveco Motors, WHICH TAKES EFFECT FROM JANUARY, IS ALSO LINKED TO THE COMPLETE REVAMPING OF THE ENTIRE ENGINE RANGE, FROM THE LIGHT SOFIM HPI, TO THE MEDIUM DUTY NEF AND TECTOR, AND THE HEAVY CURSOR ENGINES, AS WELL AS THE "V" ENGINES FOR SPECIAL VECTOR APPLICATIONS.

THIS DEMANDING PROCESS OF RENEWAL, WHICH HAS DRAWN ON Iveco's DISTINCTIVE ENGINEERING EXPERTISE IN THIS FIELD, WAS UNDERTAKEN WITH THE GOAL OF HAVING A PRODUCT THAT WOULD ADAPT TO THE MOST VARIED APPLICATIONS: COMMERCIAL VEHICLES AND BUSES, AGRICULTURAL MACHINERY, ROLLING STOCK, INDUSTRIAL EQUIPMENT AND POWER GENERATION,” said Riccardo Tardi, Vice President, Iveco Powertrain.

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

It is therefore a sweeping change, motivated by management, strategic and commercial considerations.

One example, of many, is the current worldwide organisation of Iveco Motors which covers 79 countries with 280 dealers and over 1,500 service points.

Another distinctive element is the recent inauguration of a branch office, Iveco Motors of North America, based in Carol Stream, near Chicago, with territorial responsibility for the entire United States and Canada.

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 Josè Maria Alapont, Iveco CEO underlined, **“THE NEW Iveco Motors BRAND STRENGTHENS THE IMAGE OF Iveco's ENGINE PRODUCTION, WHICH IS NOW APPROACHING 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.**