

## Iveco is the official sponsor of the MotoGP Assen circuit

Iveco will be the **Title Sponsor** of the **Iveco TT Assen** circuit, the latest race of the 2013 MotoGP, which takes place on **Saturday June 29<sup>th</sup>** in the Netherlands.

The Iveco brand will be prominently displayed for the occasion on the circuit grandstand and two racetrack curves. The Daily, Iveco's signature light range vehicle, will be the star of the circuit communication. The vehicle will sport the Superman "S", associating itself with the image of a strong and versatile means of transport. The Iveco brand will also be present on all of the communication materials, official merchandising and event program for the Iveco TT Assen circuit.

A new **Stralis Hi-Way** will also be present on the circuit in the role of "**Safety Truck**" where it will perform a lap around the track before the departure of the race.

This edition marks the fourth consecutive year for Iveco as a partner of the MotoGP, the premier motorcycle racing world championship. This partnership sees Iveco as "**Trucks & Commercial Vehicles Supplier**". This collaboration is realized through the supply of **four Dailys and 13 new Stralis Hi-Ways**, the flagship vehicle for the Iveco heavy range. The vehicles will be used to transport equipment, materials, offices and mobile workshops throughout the competitive season.

The 2013 season also sees Iveco renew its partnership with the **Yamaha Factory Racing Team**, which counts **Valentino Rossi** and **Jorge Lorenzo** as members. The company has supplied the team with **seven new Stralis trucks**, four of which are equipped with Hi-Way cabs and **one Daily van** for the transport of motorcycles, offices, mobile workshops and the Yamaha Factory Racing personnel.



Iveco's involvement with the world's most important motorcycling championship illustrates its ties to the world of sport, reinforcing their shared values of energy, precision, motivation and teamwork.

## Iveco

*Iveco, a Fiat Industrial company, designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as firefighting, off-road missions, defence and civil protection. Iveco employs over 26,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.*

Turin, 28 June 2013