



Iveco is the official sponsor of the MotoGP Assen circuit

(Watford, 28 June 2013): Iveco will be the title sponsor of the Assen circuit, home to the next round of the 2013 MotoGP, which takes place tomorrow, Saturday 29 June, in the Netherlands.

The Iveco brand will be prominently represented for the occasion on the circuit grandstand, two major racetrack bends and in all communication materials, official merchandising and within the event programme. A new Stralis Hi-Way, the International Truck of the Year 2013, will perform the role of 'Safety Truck', lapping the track before the start of the race.

This season marks the fourth consecutive year for Iveco as a partner of the MotoGP, the premier motorcycle racing world championship. This partnership sees Iveco as commercial vehicle supplier, with the supply of four Dailys and 13 Stralis Hi-Ways, the flagship vehicle for the Iveco range. The vehicles are used to transport equipment, materials, offices and mobile workshops throughout the season.

2013 has also seen Iveco renew its partnership with the Yamaha Factory Racing Team, which has Valentino Rossi and Jorge Lorenzo as lead riders. The company has supplied the team with seven new Stralis trucks and one Daily van.

Iveco's involvement with the world's leading motorcycle championship illustrates its close links to the world of sport, reinforcing 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.

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