



IVECO



Brisbane Truck Show Round-up

IVECO on show

Iveco Trucks Australia's presence at the 2007 Queensland Truck & Machinery Show in Brisbane was greater than ever before. As well as having two stands in different areas of the show, Iveco Trucks Australia appeared on the official show bags distributed to every visitor upon entry. They featured a DrivePLUS brochure outlining the features and benefits of the extended warranty package offered for Iveco heavy-duty product. Additionally, both brands were represented on six information kiosks around the show, used by patrons to find specific displays.

To further enhance awareness of the Daily area in Building 9, a thirty second Daily advert was looping on the CVIAQ television broadcast at various points around the show.

These initiatives helped direct and inform the show visitors to the whereabouts of the two stands whilst further enhancing both brands presence.



Big trucks. Big impact.

Iveco's Stand 55 reinforced the ongoing commitment and emphasis placed on heavy duty trucks in Australia. This stand reflected two main themes - today's current technology and tomorrow's future technology. Selective Catalytic Reduction (SCR) technology was a major feature of the stand with new emissions legislation coming into effect as of 1st January 2008. This was further enhanced by the neighbouring NoNox stand



that continually conducted Adblue demonstrations on a Euro 4 Stralis Active Space to show ease of use and answer any questions regarding distribution of Adblue in Australia.

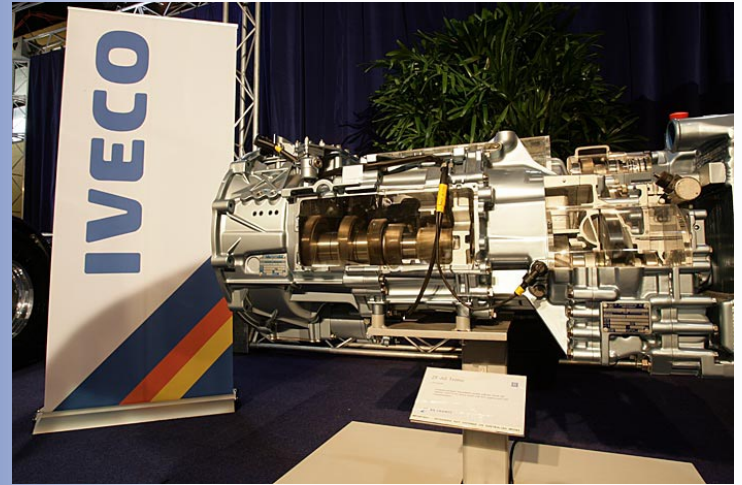
There was a model Euro 4 engine from Europe showcasing how SCR works and a DVD presentation containing testimonials from Australian companies that tested the new SCR equipped trucks with plenty of positive feedback for future SCR buyers.



The stand was turbo charged by the Craig Lowdes Triple 8 Race Engineering AS13 transporter. This excellently presented truck added an unbeatable level of wow factor.

Other features of the stand included a DrivePLUS extended warranty truck highlighting the benefits to the customer; a Powerstar ATN13 incorporating leather

seats and a New Daily van. At this point, an Iveco hostess informed visitors about the opportunity to enter a competition and win a limited edition International barbecue set. With five of these magnificent prizes each day being drawn, patrons were encouraged to enter when visiting the International display in Building 9.



There was also a fabulous display of the industry leading ZF EuroTronic II (automated transmission). This drew a lot of attention and allowed for interaction between Iveco staff and customers highlighting the outstanding benefits of this transmission in the reduction of both driver fatigue and driveline wear.

A daily attraction

Building 9 was home to the New Daily exhibition. This vibrant stand featured a crew cab, single cab chassis and 3 van variations of the popular Daily van. Salesmen were on hand to inform patrons of the benefits and the origin of the "Professional DNA" theme.



Next to the Daily display was the refreshed International product line-up consisting of day and sleeper cab 7600's, a 9200i Eagle B Double spec and a massive 9900i Eagle Road train prime mover commanding an outstanding display presence.

Along with the trucks was a DVD display with a detailed 7600 walk around.



The new 7600 aroused a great deal of interest amongst the passing crowds in one of its first public appearances.

The adjoining Iveco Merchandise stand offered the crowds an opportunity to purchase Iveco and International merchandise from model trucks to watches with pleasing results.



The IVECO girls cook up a storm

As people browsed the International stand they were approached by the Iveco girls and offered a chance to win one of twenty fabulous International barbecue sets. By simply answering some brief questions about their truck interests, winners were randomly generated to guarantee absolute fairness. Congratulations to those lucky people.



Every which way but dull

A big attraction at this year's stand was the 9900i Eagle with Iveco 6-Rod cantilever display. The bright orange rear end had customers stopping in their tracks. This demonstration helped show the extreme articulation of the suspension with its benefits becoming immediate to those customers operating in heavy-duty tipper applications. The Iveco 6 rod cantilever suspension makes easy work of Australia's tough terrain.



9900 Road Train





ACCO on guard

A welcomed surprise to the show was the new face lifted ACCO which greeted customers at the entrance of Building 9. The new look of the much loved ACCO was not all that was on display, its new offering of environmentally friendly engines, higher payload ratings and improved driver comfort were also well received by show visitors and potential customers alike. Iveco sales staff on hand were quick to point out that a few things haven't changed with the new ACCO, such as its proven reliability and Australian history.

Interest surrounding this proven Aussie icon was enormous with operators showing tremendous enthusiasm for the updated product offering.

The 2007 show was bigger than ever with an outstanding show presence. A big thank you must go to all who helped in the preparation of the show. Iveco Trucks Australia now looks to the 2009 show and strives to achieve even greater success to show case the next evolution of Iveco and International product.

