

# Press Release

5 May, 2022

## **IVECO reaches 30-year Australian milestone**

*This month marks three decades since IVECO first launched in the Australian truck market.*

The company initially took over the operations of International Trucks, a brand that was highly coveted here but was experiencing financial difficulties at the time, so IVECO's acquisition of Australian operations injected some much-needed stability and resourcing at the Dandenong facility.

To leverage International's prominence and high-standing in the local market, the new entity was firstly known as International Trucks Australia, before changing to IVECO Trucks Australia Limited in 2002.

For IVECO, the investment was a win-win situation, allowing it to take over several existing and respected International models – including the iconic ACCO range – while also providing it with a platform to launch its own brand and begin building awareness among Australian buyers.

Over subsequent years IVECO continued to invest in the ACCO line-up while introducing the heavy-duty Powerstar, Eurotech and Eurostar models, and later the Stralis range. In the medium duty market the Eurocargo was introduced, while in 1999 the Daily van and cab chassis range debuted here.

IVECO Australia Managing Director, Michael May, said that the commercial vehicle industry had changed dramatically over the past 30 years.

“Our brand has certainly come a long way since taking those first steps in the Australian market,” Mr May said.

“While core benefits such as reliability and low total cost of ownership are just as important now as they were 30 years ago, the truck or van purchaser of today is much more sophisticated.

“Current buyers not only want a vehicle with the correct specification ‘to get the job done’, they also seek the latest in safety equipment, superior emission performance, connectivity and driver comfort. Product aside, they also want the back-up and support that makes vehicle ownership as seamless and cost-effective as possible. To achieve this, IVECO has expanded and strengthened its network with strong partners who are focused on servicing customers.

“The last 30 years confirms that change is inevitable, and to successfully remain meeting customer needs, companies need to continually evaluate and adjust their offerings.”

Mr May also thanked IVECO employees – past and present – who he said had made an invaluable contribution to the brand, particularly during challenging times.

“We are proud at IVECO to play a strong part in building and developing leading talent within our industry,” he said.

“And we are also fortunate to have benefited from the services of many extremely dedicated and focused staff members over the years.

“Our people make up the fabric of our brand and contribute greatly to IVECO’s positive culture – I look forward to seeing what the next 30 years brings for IVECO in Australia.”

**ends**

## Iveco Group Australia

*IVECO is a proud manufacturer and importer of commercial vehicles spanning the light, medium and heavy duty truck segments and also has a range of minibuses. The commercial vehicle range includes on and off-road models from car licence vans through to prime movers rated up to 70 tonnes GCM and minibuses from 11 seats to 21 seats. All models are designed and tested to meet Australia’s demanding operating requirements. The extensive product line-up includes Daily, Eurocargo, ACCO, Stralis, X-Way, Trakker and Astra models. IVECO vehicles are supported in Australia by a dedicated network of over 60 dealerships and parts and service outlets strategically located nationwide, offering aftersales services that include extended warranties, breakdown support packages and personalised maintenance contracts.*

For further information about IVECO Australia: [www.iveco.com.au](http://www.iveco.com.au)

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