



# IVECO

# 50

# 1975 2025

For the past 50 years, IVECO has been at the forefront of shaping the future of mobility. Our commitment to driving change has guided every step of our journey, pushing us to innovate and anticipate the evolving needs of society and customers. As we celebrate IVECO's 50<sup>th</sup> anniversary, we reflect on our achievements and the transformative impact we've had on the world of transportation. The road ahead is full of new opportunities, and we remain dedicated to driving progress, sustainability, and innovation for the next 50 years and beyond.



1975 - 1984

## THE BEGINNINGS: THE AGE OF RATIONALISATION.



1975

IVECO (**Industrial Vehicles Corporation**) was born in **1975** from the union of **five historical commercial vehicle brands**: Fiat Veicoli Industriali – which included Officine Meccaniche and Lancia Veicoli Speciali – the French Unic and the German Magirus-Deutz.



1975 1984



1977

Between **1975 and 1979**, IVECO's range consisted of over 200 basic models and more than 600 versions. Following the merger, the newly formed IVECO initiated a process to rationalise its product range, production plants and sales network to optimise production and create vehicles that carried forward the legacy and know-how of the original brands.

1978

IVECO achieved its first major success in **1978** with the **launch of the Daily**, a light commercial vehicle synonymous with reliability and still today a brand icon. In **1984**, IVECO **launched the TurboStar**, a heavy road vehicle that became a best-seller in Italy and a major player in the European market, reaching the milestone of 50,000 units sold in 7 years.



1984



1985 - 1994

## PUSHING THE BOUNDARIES: AN ERA OF EXPANSION THROUGH ACQUISITIONS AND PRODUCT INNOVATION.



1986

In **1986**, IVECO acquired **ASTRA** and formed the IVECO Ford Truck Ltd, a joint venture with Ford's European truck business.

1990

In **1990** it acquired the Spanish **Pegaso** and, in **1991**, the English Seddon Atkinson.



In the **1990s**, IVECO entirely renewed its product range with the Eurocargo, EuroTech, EuroTrakker and EuroStar vehicles. The **Eurocargo** and **EuroTech** were crowned 'International Truck of the Year' in **1992** and **1993**, respectively, marking the first time this prestigious title was awarded to the same manufacturer in consecutive years.



1991

**1991** marked an important milestone for IVECO in **China**, where the first TurboDaily production line was inaugurated at the Nanjing Motor.

1995 - 2004

## MISSION-ORIENTED: AN AWARD-WINNING ERA OF EVOLUTION.

1995 2004

1995

In **1995**, IVECO established the **Light, Medium and Heavy Business Units** to organise its truck product ranges, adopting a more mission-oriented approach.



In the same year, the **Overland** project kicked off, bringing IVECO vehicles across remote areas, overcoming extreme terrain and weather conditions.



1999

In **1999**, the newly launched **Daily City S2000** was awarded the **International Van of the Year** title.



2000

In **2000** the industrial complex in **Sete Lagoas, Brazil**, was inaugurated.



2003

In **2002**, IVECO introduced the **Stralis heavy truck** which earned the **Truck of the Year** title in **2003**.



2005 - 2014

## USHERING IN A NEW ERA OF SPONSORSHIPS AND MILESTONES: PASSION, VALUES, AND A VISION FOR THE FUTURE.

2005  
2014

2006

The IVECO long-standing relationship with the world of sports began in **2006**, when it sponsored the **Winter Olympics** in Turin.



2007

In **2007**, IVECO sponsored the **legendary All Blacks rugby team** from New Zealand, marking this partnership with a specially designed black livery with white Maori tattoos for the Stralis and Trakker vehicles.



2008

In **2008**, in partnership with Qualcomm, IVECO introduces the very **first telematics fleet management and driver assistance program Blue&Me Fleet.**



2009

In **2009**, IVECO began its sponsorship of the **Moto GP** as Truck and Commercial Vehicle Supplier, alongside its ongoing historic partnership with **Scuderia Ferrari**, providing vehicles for transporting the Formula 1 team's race cars and equipment to world championship circuits.



2005 - 2014

## USHERING IN A NEW ERA OF SPONSORSHIPS AND MILESTONES: PASSION, VALUES, AND A VISION FOR THE FUTURE.

2005 2014

2012

In 2012, IVECO won the 33<sup>rd</sup> **Dakar Rally** as official sponsor of the Petronas De Rooy team with Dutchman Gerard De Rooy behind the wheel of an IVECO Powerstar.



2013



During those years IVECO completed the redesign of its range with the introduction of the **EcoDaily (2009)** featuring a new engine and optimised cost-efficiency; of new **Stralis Hi-Way**, which was crowned '**International Truck of the Year 2013**', and of the **New Daily** awarded '**International Van of the Year 2015**'.

The year of IVECO's 40<sup>th</sup> anniversary saw also the launch of the **new Eurocargo**, the truck the city likes, ideal partner in urban missions, that won the truck of the '**Truck of the Year Award 2016**'.

2015 - 2024

## THE ERA OF GROWTH: SUCCESSFUL STRATEGIC PARTNERSHIPS AND A MULTI-ENERGY APPROACH.

IVECO committed to becoming “**net-zero-carbon**” by **2040** through a **multi-energy strategy** that deploys multiple technologies based on their ability to meet customer operational needs, ranging from diesel and HVO, natural gas and bio-methane, battery-electric and hydrogen.

A pioneer in alternative propulsion solutions, IVECO launched the **Stralis NP (Natural Power)** in **2016**, the first natural gas-powered truck for long-distance haulage. To this day, IVECO remains **the European market leader in natural gas commercial vehicles**, both CNG and LNG technologies, depending on the mission.



2016

In **2018**, IVECO triumphed at the **FIA European Truck Racing Championship**, thanks to Jochen Hahn's great performance driving his **IVECO Stralis**.



2018

2015  
2024



This decade saw IVECO build an “**ecosystem of Partners**” with leading, innovation-oriented Companies with the aim of driving innovation, economies of scale and technological advancements, and accelerating the transition to sustainable mobility solutions. To name a few: **Amazon Web Services** to push the boundaries of onboard connectivity, **Plus** to explore the future of automated driving to reduce driver fatigue, improve road safety, and increase fuel efficiency; in 2024 with **Hyundai Motor Company** to develop electric commercial vehicles for European markets; and with **Ford Trucks** for the development of a new cabin for heavy-duty commercial vehicles.

2015 - 2024

## THE ERA OF GROWTH: SUCCESSFUL STRATEGIC PARTNERSHIPS AND A MULTI-ENERGY APPROACH.

2015  
2024

2019

In 2019, the new **IVECO S-Way**, featuring an entirely redesigned cabin to meet the needs of drivers and fleet owners, made its debut. A 100% connected and smart vehicle that takes customer focus and efficiency to a new level.



2021

In 2021 IVECO completes the IVECO WAY heavy range with the **T-WAY**, the new off-road truck designed and engineered for the toughest missions in the most extreme conditions, which takes over from the legendary TRAKKER.





2015 - 2024

## THE ERA OF GROWTH: SUCCESSFUL STRATEGIC PARTNERSHIPS AND A MULTI-ENERGY APPROACH.

2015  
2024



2022

In this decade, IVECO renewed the entire introduced **battery electric technology across its entire portfolio** including the **eDaily**, the electric twin of the iconic Daily (2022), the **IVECO eMoovy**, born from the partnership with Hyundai, and the **IVECO S-eWay** the first battery-electric heavy-duty truck fully produced by the brand (2023).

2023

2023 was a milestone year for IVECO, with the **renewal of its entire product range of light, medium and heavy vehicles** – for the first time in its history with a one-billion-euro investment. **The best line-up ever in IVECO's history**, developed focusing on business productivity, driver experience, sustainability, and connectivity, was presented to an audience of 1,500 guests at a spectacular launch event in Barcelona.



During this period, IVECO has **pioneered Hydrogen propulsion** and taken an active role in policy discussions relating to H2 development and participating in EU-funded projects with its light and heavy prototypes to test the technology in real-life operations.

2024

In 2024, IVECO further raised the profile of sustainable transport through a **partnership** with the legendary band **Metallica**, using its multi-energy fleet to deliver low-carbon logistics for the European leg of the band's M72 World Tour, demonstrating how multi-energy technologies can work alongside the logistics of large-scale events.



2025 - BEYOND

## INTO THE FUTURE: MARKING THE STEP TOWARDS AN ERA OF TRANSFORMATIVE PROGRESS.

2025 BEYOND



2028

A **new heavy truck cabin** featuring outstanding aerodynamic features will go to market.

IVECO will progress along the compelling roadmap of its **BEV range**, equipping vehicles with **second-generation batteries** for enhanced efficiency and sustainability.

IVECO will continue its pioneering work on the development of **hydrogen technologies**, investigating the full driveline – from ICE, hybrid to fuel cell solutions - driven by its vision of hydrogen's vital role in decarbonising long-haulage transport.

2030

We will continue to advance in connectivity, with an estimated **700,000 vehicles** expected to be connected on the road **by 2030**.



Beyond

This decade will see further progress in **autonomous driving**. The extensive data collected from testing the driver-assist solution developed with Plus in real-life customer operations is paving the way for the industrialization of automated trucks.

IVECO will continue to explore **possible synergies with like-minded partners** across the globe to drive innovation, foster growth, and advance technology and sustainability for its customers.



**Drive the road of change.**

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