

Press Release

IVECO BUS Academy transforms customer training experience with virtual reality

IVECO BUS Academy is evolving its training offering by integrating virtual reality (VR). Innovative educational tools designed to deliver a distinctive learning experience combine performance, safety and operational efficiency.

IVECO BUS Academy trained 6,100 people in 2025 across Europe.

Vénissieux, 9 April 2026

In the context of rapidly accelerating technological change, IVECO BUS is strengthening customer support across Europe by integrating virtual reality (VR) into its training programmes, particularly for electric vehicles.

The deployment of electric vehicles goes far beyond the acquisition of new buses. It also requires mastering specific skills and applying rigorous procedures to ensure that maintenance operations are carried out safely on this type of vehicle.

To address these requirements, IVECO BUS Academy is rolling out new training tools incorporating virtual reality. This technology enables trainees to practice in a fully secure environment, with no risk to people and no operational consequences in the event of incorrect handling. VR also allows technical operations to be repeated as many times as necessary until full mastery is achieved.

Thanks to its immersive nature, virtual reality enhances knowledge retention and allows trainees to experience rare or complex situations that are difficult to reproduce in real-life training conditions. As a result, it improves the effectiveness of training programmes and supports the long-term upskilling of teams.

With these new educational tools, IVECO BUS Academy reaffirms its commitment to long-term customer support by delivering a learning experience tailored to the technical and operational challenges of new mobility solutions.

“At IVECO BUS Academy, we know that delivering sustainable mobility extends far beyond the product itself. A vehicle is only truly efficient when it is supported by the right services. Fleet availability also relies on the expertise of skilled teams. As technologies evolve, so do the competencies required for diagnostics. With these new educational tools, IVECO BUS Academy confirms its ambition to provide comprehensive solutions, where training becomes a real driver of performance, safety and customer satisfaction,” said Teresa Magno, IVECO BUS Academy.

IVECO BUS Academy, provides training solutions tailored to the specific needs of transport operators, depending on their missions and vehicle fleets. Its training programme offering evolves in line with new energies, technologies, and regulatory developments to ensure a more comprehensive learning experience. In 2025, the Academy delivered 800 training sessions and trained 6,100 participants, both on-site and at customer premises. Programme content and registration details for building personalised training pathways are available on the dedicated platform: [IVECO BUS Academy - Learning Excellence | IVECO BUS](#).

IVECO BUS

IVECO BUS is a brand of Iveco Group N.V. (EXM: IVG), a global leader in commercial and specialty vehicles, powertrain, and financial services, listed on the Borsa Italiana in Milan. IVECO BUS designs, manufactures, and markets a wide range of vehicles covering all missions: city, intercity, school transport, line service and tourism.

With a worldwide presence and a leading position in Europe in sustainable public transport, IVECO BUS supports private transport operators and public transport authorities in their energy transition with a technology-neutral approach that includes all energies: biofuel, biomethane, battery electric and fuel cell technologies.

With an extensive service network, IVECO BUS guarantees worldwide assistance wherever an Iveco Bus vehicle is in operation.

*In addition, IVECO BUS's **Energy Mobility Solutions** service and consulting offer provides customized support for the coordination of complex electrification projects.*

*A wide range of **IVECO ON** connected services, developed to optimise the operation and maintenance of all-energy vehicle fleets, completes IVECO BUS's comprehensive offering.*

The company employs over 5,500 people and operates seven manufacturing plants in Europe and Latin America: Annonay and Rorthais in France, Vysoké Myto in the Czech Republic, Brescia and Foggia in Italy, Sete Lagoas in Brazil, and Córdoba in Argentina.

For further information about IVECO BUS: www.ivecobus.com

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