

Press Release

The CROSSWAY partners with the Music Bus project to inspire and educate children about music in the Czech Republic

IVECO BUS has teamed up with Czech rock trio Doctor Victor in the band's Music Bus project, providing a specially converted CROSSWAY Low Entry, which toured the Czech Republic during the month of May to foster an interest in music among the country's children.

Vénissieux, June 10th, 2024

The Music Bus project was carried out in cooperation between Iveco Czech Republic and the Doctor Victor rock band, providing a 12-metre-long CROSSWAY Low Entry. The vehicle was specially equipped with a recording studio, a classroom, and a stage for this musical awakening program. The Music Bus served as an educational hub hosting various activities, such as workshops led by the Doctor Victor Academy and performances and providing support for young local musicians.

During the month of May, the CROSSWAY Music Bus made 14 stops across the country, offering children a unique opportunity to discover music and try out different instruments.

This initiative, with an educational purpose, aimed to inspire children and foster their interest in music. The programme also included a national talent competition.

"We are extremely proud to have supported this Music Bus pilot project, which is a perfect fit with IVECO BUS's inclusion values and objectives. This CROSSWAY has been specially converted to give as many children as possible the opportunity to discover the world of music and be inspired," said David Kriz, CEO of Iveco Czech Republic.

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.

With a worldwide presence and a leading position in Europe in sustainable public transport, IVECO BUS supports public and private operators in all their missions, with an offer of global mobility solutions available in different energies, such as electric or powered by compressed natural gas compatible with biomethane.

The overall offer includes:

- school, intercity and tourism coaches;*
- standard and articulated city buses, including BRT dedicated versions; city midibuses*
- minibuses for all passenger transport missions.*
- connectivity and fleet management services available through IVECO ON*
- a portfolio of products and services with Energy Mobility Solutions, from simulations and design to the supply of charging stations, and installation and maintenance of the charging infrastructure*

The extensive IVECO BUS and IVECO service network guarantees assistance around the world wherever an Iveco Bus vehicle is at work.

IVECO BUS employs over 5,000 people across five production units, in Annonay and Rorthais, France, Vysoké Myto, Czech Republic, Brescia and Foggia, Italy.

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

For further information about Iveco Group: www.ivecogroup.com

For further information, please contact:

Isabelle FILLONNEAU

Mobile + 33 6 87 71 36 24

isabelle.fillonneau@ivecogroup.com