

## Press Release

### **IVECO outlines its renewed Brand Ambition at IVECO Experience 2026, guiding its evolution as a premium partner and brought to life through the MY26 range**

- *IVECO opens a new chapter with an event that gives form to the new IVECO, presenting its vision for the future of commercial mobility to over 2,000 guests.*
- *Guests are taken on a journey across the brand's integrated ecosystem, brought to life through three pillars: Motion by Design, Motion through Experience and Motion as Family.*
- *The new IVECO Model Year 2026 range reflects this evolution, delivering reliability, consistency and long-term value for customers.*

Turin, 3 July 2026

IVECO Experience 2026 brings over 2,000 guests to Officine Grandi Riparazioni (OGR) in Turin from 1 to 4 July for an immersion into the new IVECO. Customers, dealers, partners, media and employees gather to witness a defining moment for the brand and the vision driving it forward: ***Spirito in Movimento***.

More than a showcase of products and innovations, IVECO Experience 2026 signals a renewed ambition for the brand, strengthening what it means to be a partner to the people who move goods, businesses and communities forward. Guests can discover a vision that places quality, purpose and care at the heart of everything IVECO does for its customers and drivers.

#### **Establishing a brand vision for a new era**

Following the celebrations of its 50 years in 2025, IVECO takes its new brand positioning a step further, moving from supplier of industrial vehicles to a **premium mobility partner** – one that supports customers not just with vehicles, but with the services, tools and relationships that keep their businesses moving.

The new IVECO era is presented during a plenary session led by **Olof Persson, CEO of Iveco Group**, together with **Luca Sra, President of the Truck Business Unit**, **Marco Liccardo, Chief Technology & Digital Officer**, and **Domenico Nucera, Chief Quality & Operations Officer**. Together, they outline the three pillars that give *Spirito in Movimento* its concrete form.

- **Motion by Design** is where engineering and creativity come together. For IVECO, design is a discipline that puts people at the centre of every decision, from the ergonomics of the driver's cab

to the logic of a digital interface. At the event, installations including front grilles and a sectioned cab show how performance, efficiency and real-world use come together in every detail, with a high level of customisation meeting each customer's specific mission requirements.

- **Motion through Experience** shapes the entire customer journey: from the configuration of the right vehicle to daily operations, from financing to renewal. It is IVECO's commitment to making that journey simpler and more intuitive, through an integrated ecosystem of vehicles and services. At the event, tools such as the Total Cost of Ownership Calculator and the IVECO ON platform demonstrate how connected technology reduces complexity and supports smarter decisions at every stage.
- **Motion as Family** is IVECO's commitment to taking care of drivers, customers, partners and everyone who share the road with the brand every day. It means anticipating needs, being present at every stage of the journey and building relationships that go beyond the transaction. From the Customer Uptime Center to Mobile Workshops, the event shows what that commitment and caring looks like in practice.

*"Spirito in Movimento is not just a tagline. It is IVECO in action. It builds on over 50 years of history and points clearly to what comes next. From product design to services, from engineering to daily operations, everything we do is guided by our commitment to stand with our customers through a practical, passionate and human spirit"* commented **Luca Sra, President, Truck Business Unit, Iveco Group**. *"Rooted in our Italian DNA, this spirit takes shape in the new MY26 range. With it, we are setting a new standard – one where quality acts as a unifying thread, and closeness and community are strengthened as core elements that define IVECO."*

### IVECO Experience 2026: driving a new standard with the Model Year 26 range

At the event, this new generation of vehicles is on display - from the IVECO S-Way, Eurocargo and Daily to the electric line-up of S-eWay, eDaily, eJolly and eSuperjolly - with the three pillars bringing to life the brand's broader transformation.

These are showcased through dedicated areas and embedded throughout the guest experience in a coherent vision that reflects IVECO's fully integrated ecosystem. Here, vehicles, services and digital tools work seamlessly together to simplify operations, support smarter decisions and optimise total cost of ownership.

IVECO Experience 2026 is designed around the creativity and conviviality that define Italian culture. The event space moves away from IVECO's trademark flagship blue towards warmer tones, reflecting the evolution of the brand identity while preserving its core essence.

Across the four days, guests are immersed in a series of experiences that celebrate the Italian spirit and foster moments of connection in a welcoming, social atmosphere.

The final day of the event is dedicated to IVECO's employees. This choice reflects the importance the brand places on its people as the first ambassadors of the new positioning. Before *Spirito in Movimento* reaches customers and partners, it must be felt and owned by those who represent the brand every day. A reminder that, at IVECO, family begins at home.

IVECO Experience 2026 marks a clear direction for the years ahead: a continuous evolution where product, services and relationships come together to support customers in a premium and more meaningful way. Rooted in its heritage and driven by a clear vision, IVECO translates its *Spirito in Movimento* into a concrete commitment to innovation, reliability and partnership, shaping the future of commercial mobility together with the people who move it forward every day.

## IVECO

*IVECO is a brand of Iveco Group designing, manufacturing and marketing a full range of light, medium and heavy commercial vehicles for a wide variety of applications.*

*Guided by its "Spirito in Movimento", IVECO is evolving from a vehicle manufacturer into a true mobility partner, placing quality, customer experience and a human-centric approach to innovation at the core of everything it does. This vision is brought to life through three pillars: Motion by Design, expressing engineering excellence and distinctive Italian design; Motion through Experience, enabling a seamless and connected ecosystem of vehicles and services; and Motion as Family, reflecting IVECO's commitment to staying close to customers, drivers and partners throughout their journey.*

*With a global network of over 2,300 service points, IVECO ensures consistent support, high service quality and uptime wherever its vehicles operate, standing by its customers and drivers at every step of their journey.*

*Rooted in its Italian heritage, IVECO combines engineering excellence with design, performance and attention to detail, shaping mobility solutions that are efficient, distinctive and built around people.*

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