The sign of a new era

A new signature colour.
The same Italian soul.

A single, **unified family colour** – Grey – now defines the entire IVECO range, creating a strong and coherent visual identity across all vehicles.
More than an aesthetic choice, the **IVECO Grey** is a clear statement of belonging, confidence, and ambition, representing our **Italian heritage**, where design has always been a synthesis of function, elegance, and style.
This shared class color embodies the unmistakable Italian sense of balance and sophistication, transforming strength into elegance and technology into character. It becomes the immediate signature of IVECO, recognisable at first glance, wherever the road leads - expressing a modern, understated confidence that reflects the brand's enduring design culture.

Built upon this strong and refined foundation, IVECO's distinctive identity is further defined by a **dual colour signature**, expressing both human touch. Complementing this foundation, the **Touch of Red** for diesel and gas vehicles appears as a deliberate accent - an emotional spark reflecting the brand's heritage and bringing energy, determination, and passion into the design. Inspired by Italy's creative spirit and engineering pride, red highlights key elements, emphasising dynamism, performance, and the human drive behind every IVECO vehicle.

Together, grey and red, create a balanced and meaningful color language. Grey provides unity and character, while red expresses purpose.
This shared identity marks the **beginning of a new era**, where strength, performance, and efficiency evolve together under one common sign. Every vehicle, from light to heavy, speaks the same visual language, reinforcing the idea of one family, one vision, united by style.

On the road, this unified identity expresses innovation and reliability while conveying a distinctive elegance that goes beyond utility. It reflects what lies beneath: vehicles engineered for greater capability, smarter solutions, and an enhanced driving experience, designed with the care, precision, and aesthetic sensitivity that define IVECO's Italian DNA.

This shared visual system connects IVECO's history with a modern design language - a distinctive sign of IVECO **moving forward**, unified and stronger than ever.