



OLTRE



THE PROJECT

“Oltre” – Beyond the Edge wants to celebrate the **90th anniversary of the North-East Passage**, Roald Amundsen’s expedition in the Arctic Ocean.

Leader of the expedition “Oltre – Beyond the Edge” is Petter Johannesen, grand nephew to the Norwegian explorer, who will remake this spectacular journey in the harshest weather conditions of the siberian winter

The expedition will be using 4x4 vehicles: these land vehicles have never been used in the Arctic winter to cover over 14.000 km from North Cape to Bering on the pack. The expedition will last about 5 months. Event mission, from Novembre 2008 to March 2009.

IVECO have approved the event and RAI has scheduled the program in 2008-2009.



THE PROJECT

The expedition represents an exceptional and demanding challenge, taking place in a land where nature is hostile to man and the environment is one of the most impressive on earth. It represents a great test of human endurance and technical resistance and is characterized by a high level in research and experimentation of materials, equipments and fuels at temperatures varying from -25°C to -50°C

The expedition shall be a constant plea to environmental respect in order to arise values of a superior ecological conscience in the course of this artic expedition. A sense of social responsibility towards environmental safeguards in participants' daily activities.

"Oltre - Beyond the Edge" intends to be known as an initiative promoted by the "sistema-paese" Italy, on Russian territory, and is therefore searching for the patronage of Italy's highest Institutions and for sponsorship from the principal representatives of the Italian economy.



ITINERARY AND TIME TABLE

The itinerary foresees a 14.000 km long journey. The expedition will be leaving on November 7, 2008 and arrive end March 2009.

The itinerary is set as follows:

Prologue:

Departure from Turin

Destination North Cape (Norway)

Stop overs:

- Geneva
- Hanover
- Hamburg
- Copenhagen
- Oslo

Approx. 3.900 km
to be covered in 8 days.

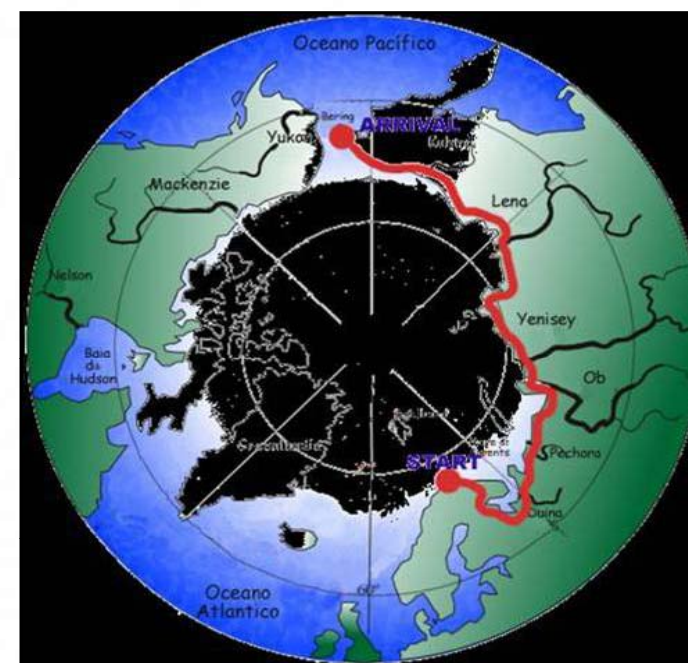


OLTRE

ITINERARY AND TIME TABLE

Arctic expedition:

TAPPE	PERCORSO	KM	GIORNI
1° tappa	Capo Nord - Arkhangelsk	2300	15
2° tappa	Arkhangelsk - Alekzeyeka	1000	10
3° tappa	Alekzeyeka -Anderna	350	4
4° tappa	Anderna - Yuribej	900	9
5° tappa	Yuribej - Dikson	450	5
6° tappa	Dikson - Khatanga	800	8
7° tappa	Khatanga - Tiksi	1000	11
8° tappa	Tiksi - Cikhaeva	700	7
9° tappa	Cikhaeva - Cherisky	800	8
10° tappa	Cherisky - Pevek	500	5
11° tappa	Pevek - Mys Shmidta	600	6
12° tappa	Mys Shmidta - Velen	750	8



about 10.150 km that become in total 14.050 km by adding the initial 3.900 km indicated in the prologue, this corresponds to approx 104 days of voyage. Stops for supply, maintenance of vehicles and turn-over of crews are not included.

ORGANIZATION

Vehicles in use

IVECO has put at disposition for the expedition:

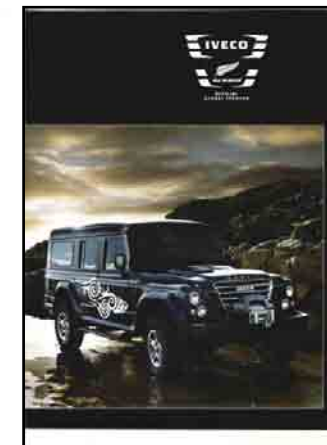
- 4 Massive Station Wagons 5 doors 4 x 4
- 2 Daily van 4x4

Fitted out appropriately and tailored to resist to temperatures between - 25° and - 50°.

2 high performance motor sleds are also supplied

Crew

- Massive vehicles will have 3 crew members each, while Daily vehicles will normally have only 2.
- Crew members will be sleeping in heated tents on the roof of the vehicles. This for security reasons: tents set-up on ice are less defensible by polar bear attacks.



Staff

- The expeditions foresees in total about 45 people assigned to various technical tasks (drivers, mechanics, photographers, video operators, doctors, logistic support, researchers, cooks, explorers, meteorologists, journalists and Members of the Organization Committee)
- The drivers will be driving on shifts of 3 weeks stay on site .
- It is foreseen that at any time of the expedition the convoy will consist in 16 crew members min. From time to time it will be possible to add to this number 1-2 temporary guests (researchers, journalists, testimonial, "vip client", etc.)



OLTRE

ORGANIZATION

Authorizations and visas

The Organizing Committee will take care of all visa requests and other fulfillments required by Russian Authorities.

Logistic coordination

The Organizing Committee is responsible for all logistic coordination by a mobile base supporting the expedition and supervises the supply of food, equipment and fuel. It ensures transportation of crew members and guests and arranges air and helicopter rescue.

Biography of the principal Members of "Oltre-Beyond the Edge"s Organizing Committee are presented in *Attach. 1*



PATRONAGE AND THE PARTNERSHIP OF EXCELLENCE

"Oltre - Beyond the Edge " expedition seeks the "patronage" of the Foreign Ministry and the Ministry for Productive Activities.

"Oltre - Beyond the Edge" expedition has been thoroughly detailed to FIAT group Top Management, who deliberated to guarantee IVECO vehicles necessary to fulfil the enterprise. Luca di Montezemolo, President of FIAT SPA and Ambassador to "Made in Italy in the world", has supported the project.

RAI, in the person of Fabrizio Del Noce - Director of RAI Uno – welcomed the project presented by the Organizing Committee and enclosed it in the Net's program schedule 2008- 2009.

CNR, Polar Research Institute and Italian Space Agency have preliminarily assured their technical support to the expedition.

The Carabinieri Army Corps has declared being ready to furnish a certain number of men driving the vehicles along the expedition's route.



ITALY – RUSSIA RELATIONS



The major part of the event takes place on Russian territory.

The initiative is strongly presenting “Sistema Italia” to Russia, an economic reality which has been growing and developing constantly and decisively. The Italian Russian Chamber of Commerce has already given its support to the expedition.

All Companies participating in the “Oltre - Beyond the Edge” expedition will have the possibility to consider every opportunity of entering into business relations with institutions and private parties in the country hosting the event and take advantage of the high consideration “made in Italy” is being granted since many years in Russia.

The “Oltre – Beyond the Edge” expedition aims to ease the dialogue between Italy and Russia in many different fields - economy, politics, culture, science, energy and environment – and confirm a strong union between two allied industrial realities and friend Nations.



MEDIA COVERAGE

At the present state of the project's development , as by IVECO's deliberation to participating dated 8 May 2008, the "Media Plan" forecasts :

Television coverage by RAI Uno as follows:

- 6 documentaries of 60 minutes each, broadcasted in the period May/July 2009, after prime time, or – unlikely – in prime time
- Live connection by Satellite during RAI Uno's program on Saturday and Sunday mornings for the whole expedition's duration from November 2008 till end of March 2009

RAI has confirmed the intention to give the necessary commercial support for the worldwide distribution by RAI Trade of all audiovisual production of the "Oltre" expedition

Analytical details for possible international television coverage are presented in *Attachement #2*.



MEDIA COVERAGE

Web: the expedition's official site

- Webcams are foreseen both inside and outside the vehicles in order to transmit the story of the journey directly on the web through a dedicated Internet site
- The expedition is not a television set. It has to be underlined that the staff will be constantly concentrated on its tasks and available for tv shooting only during breaks.
- The Organizer Committee is unwilling to consider the expedition as a "reality on the road" and will therefore regulate all broadcasting contribution in order to respect the staff's concentration in the fulfilment of task assigned

Umts

- The possibility of broadcasting some "clips" of the expedition thanks to the participation of a telephone provider is under study.

Radio

- The presence of an official radio network with running radio commentaries, reports, interviews on the event is foreseen. The network will also be involved in a supporting promotion campaign.

Partner media: press coverage

- An agreement with an editorial group, official partner of the expedition is foreseen and will be the main spokesman to the foreign press.



THE PUBLIC'S PERCEPTION

Values related to "Oltre" expedition

Challenge
(90%)

Adventure, risk and em
(87%)

Organization and "team work"
(85 %)

Environmental responsibility
(80%)

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Innovation, scientific research and
technological evolution
(75 %)

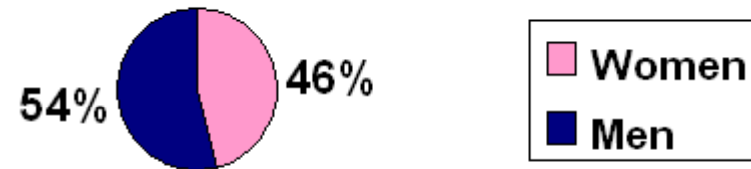
Source: Analysis by "Oltre"'s working group on sample interviews and Rai journalists and opinion leader (sample of 30 interviews) – march- april 2008



TARGET OF REFERENCE

Profile of Television Viewers

The share of television viewers interested in the event tend to target men



RAI Uno's programming:

- 6 DOCUMENTARY -REPORTAGE after prime rate 60 min each in May/ July 2009
- LIVE CONNECTION by satellite during week-end morning programs, 15 min each

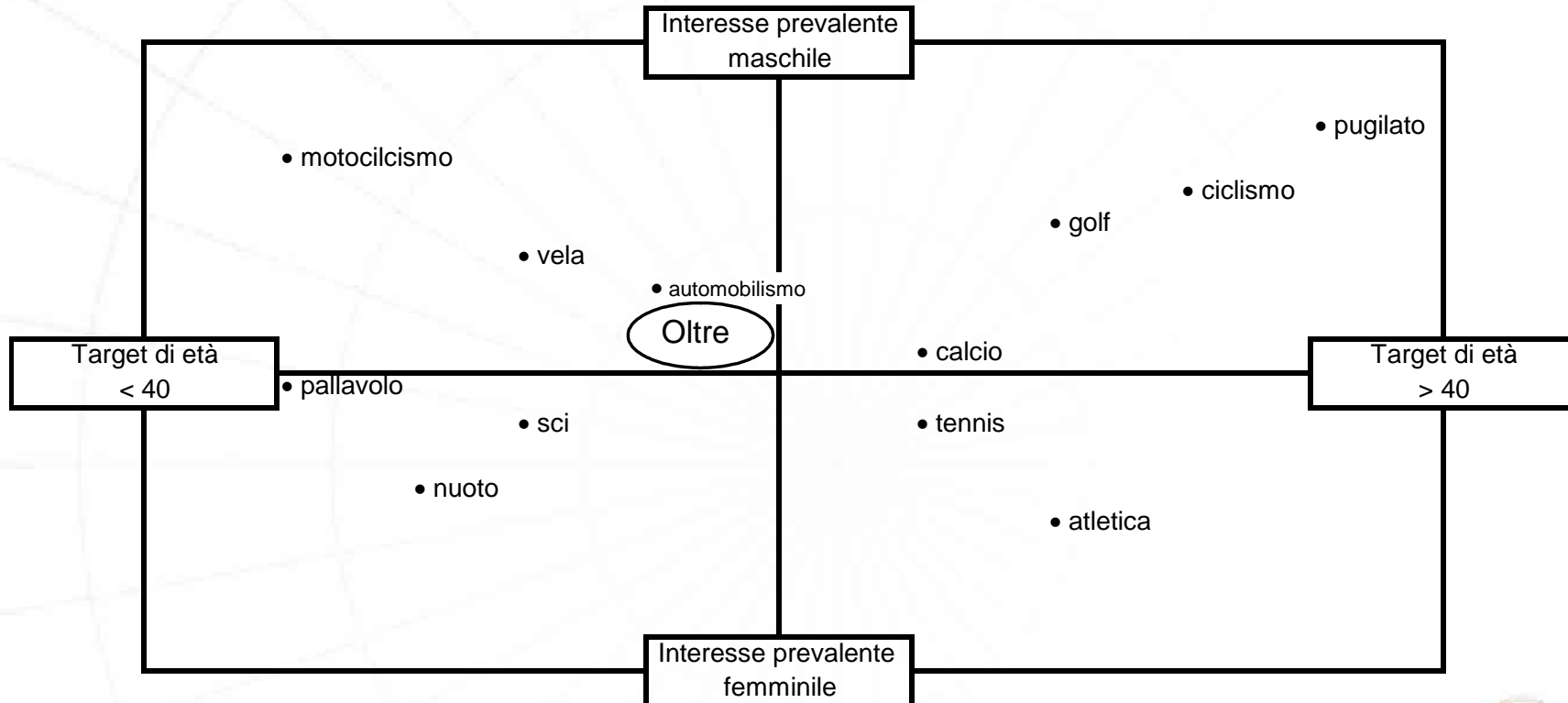
- ASCOLTI: expected share > 20 %
- AGE': 60% of the audience under 34 years old
- EDUCATION : medium – high
- ECONOMICAL STATUS : medium – high
- Updated with NEW TECHNOLOGY (web, iPod, mms, digitale terrestre, payTV)

Source : Interviews with Rai journalists and responsables for programme scheduling in Mediaset networks based on Overland and Donna Avventura shares.



TARGET OF REFERENCE

Positioning of "Oltre – Beyond the Edge" content versus some sports and viewers' profile



"Oltre": adventure, nature, extreme.

"Oltre" content is not sport, but in some aspects is somehow similar

Source: "Oltre"s working team analysis, interviews



THE EXPEDITION'S BUDGET

Thousand euro

Trips, overnights and catering	€	500
Services and technical personnel	€	1.000
Fuel	€	250
Clothing, equipment	€	150
Satellite and television	€	250
Visa and insurance	€	150
Organizing structure and media planning	€	250
Hospitality and press office	€	100
Communication material	€	150
Organizational structure and media planning	€	200

Present budget does not include cost of vehicle supply.

IVECO bears responsibility for: the vehicles and takes in charges all related costs such as preparation, fitting, maintenance of the fleet during the whole expedition



COST COVERAGE

The expedition will be financed exclusively by private resources.

The Organizing Committee addresses only a restricted group of Companies – primary brands expression of “Made in Italy”, but also foreign high level Companies – asking for a sponsoring contribution to fit the level of exposure forecasted in order to cover expedition costs.

For organizational reasons all contributions must be confirmed within June 30, 2008



OPPORTUNITY SPLIT UP

Level

Communication Structure

- Presenting Sponsor

Major exposure of Brand on TV and other medias.
Cross-presence in many territories .

- Main Sponsor

Good Brand exposure on TV and other medias.
Image return on the Italian market and somewhat less on territories with television coverage.
Opportunity to approach local institutions and traders and increase in business relations.

- Technical Partner

Brand visibility – TV and media – with strong impact on targeted potential customers.

The participation to the expedition is an element of distinction from competitors who haven't been chosen .
"Product placement" during television shooting

The platform rights for each sponsoring level is illustrated in *Attachement #3*



COMPANIES STANDING AS SPONSORS OF THE EXPEDITION AND INVESTMENT LEVEL EXPECTATIONS

		Investment (thousand euro)
- Presenting Sponsor	IVECO	> 1.000 *
- Main Sponsors	<ul style="list-style-type: none">- Unicredit- ENI- Telecom Italia- Assicurazioni Generali- Pirelli- Lottomatica	500/company Max 6 companies
- Technical Partners	<ul style="list-style-type: none">- Napapijri /North Face- Finmeccanica- Magneti Marelli- Case New Holland- Beiersdorf (Nivea, Labello)- Canon- Nokia- Visa	250-300/company Max 8 companies

* In vehicles, people and technical assistance "on site"

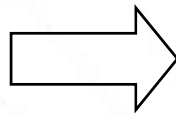


WHY BECOME A MAIN SPONSOR?

Main Sponsor

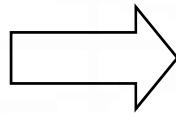


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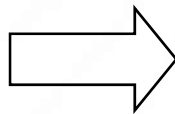


Link company image to an actualized deed rich in positive values

- respect for history
- scientific engagement
- environment consciousness
- test of men, materials and system organization
- team work
- dynamism
- spirit of adventure



Maximize attention, consent and favor of a large and various audience, reinforcing a clear leading position each in it's own business and qualifying the company as a leader of "made in Italy"



Optimize all networking activities with companies partners in the expedition thanks to its long duration and to the very special exposure on the Russian market, which will be the expedition's main stage.



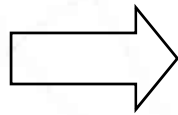
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WHY BECOME A TECHNICAL PARTNER?

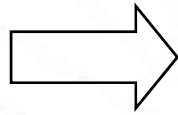
Technical Partner



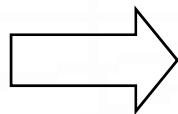
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Optimize the opportunity of strengthening ones image as “practice leader” in a various range of products, as a distinguishing communication element from the other competitors.



Make the most of the numerous occasions to activate “showcasing on site” initiatives during the expedition.



Benefit by the high emotional content of the expedition to promote motivating activities both inside the company and towards clients with incentive or “hospitality” programs tailored “ad hoc”.



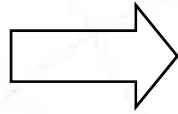
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WHY BECOME AN OFFICIAL SUPPLIER?

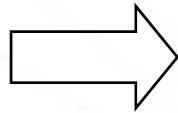
Official Supplier



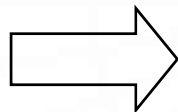
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Guard exclusively one's own range of products and business



Increase the effectiveness of one's marketing tools (communication, relation, promotion) by the Brand's presence "on site" and thanks to the expedition's exposure on all main television markets worldwide



Reinforce the belonging to a pool of companies representing "Made in Italy"'s excellence in the world, with a very small economic investment and a great return in image, thanks, in a great measure, to the communication drawing promoted by main sponsors.



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ATTACHMENTS

- 1. The team "Oltre"**
- 2. TV coverage outside Italy**
- 3. Platform of Rights**



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Attachment # 1

The Team "Oltre"

Organizing Committee

- Petter Johannesen
- Gianni Maccagni

Participants

- Fulvio Mariani
- Paolo Gianì



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The Team "Oltre" *Organizing Committee*

Petter Johannesen

Expedition Leader

59 years old, Roald Amundsen's grand nephew, Petter Johannesen organized and participated in 3 Overland expeditions and two expeditions to the North Pole.

MBA in Marketing and International Economy University, Career Diplomat, Lecturer in Norwegian Literature at Milan State University, Consultant in strategical communication.

Honorary Consul in Italy of the Republic of Namibia. Author of the book "Southern Africa".

Commendatore of the Italian Republic



The Team

Organizing Committee

Gianni Maccagni

Responsible for Logistics and Deputy Expedition Leader

52 years old, expert on sports logistics and organizer of several "adventure" events.

Gianni Maccagni has managed in the past the logistics for the World Motorcycle GP and Superbike for all teams. He has conducted many expeditions in the Namibian Desert and in the Amazonas.



The Team *Participants*

Fulvio Mariani

Film Director

45 years old, director at the Swiss Italian Television, on behalf of which he has produced documentary films on Alpinism and adventures. In 1993, Fulvio Mariani participated to expedition to the northern face of Mount Everest. He has made a great number of historical, humanistic and adventure reportage and documentary films for RAI and RTS .



The Team “ Participants

Paolo Giani

Television author

52 years old Paolo Giani started working as a journalist in RAI very young. Together with Enzo Biagi he contributed in the first edition Linea Diretta on TG1 and Spot on RAI Uno. Paolo Giani participated in launching Unomattina and in a three years period produced reportages, outdoor connections and anchored several News editions. Passionate about television reportage ever since, he has become with time a specialist in the field and participated in several expeditions. Among these Overland successfull series on RAI 1 and the Italian expedition to Alaska with sled dogs and tents, on which is based the reportage for Tg1 specials in winter 1995.



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Attachment #2

TV Rights Coverage outside Italy



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Attachment # 2

BELGIUM

AB3
BE TV (formerly CANAL + BELGIQUE)
BRF Fernsehen
Canal+ International
MCM Belgium
PRIME / TELENET Digital TV
RTBF
RTL
VRT
VT4
VTM & KANAAL TWEE
VVB

CZECH REPUBLIC

AQS, Acquisition Services
Czech TV - Ceska Televize
Galaxie Sport TV
Nova TV
PRAGOSPORT
Prima TV
Tempo Team

DENMARK

3+ [VIASAT]
dk4.DK
DR-DR Denmarks Radio
TV Denmark / SBS Television
TV2 Denmark
VIASAT SPORT DENMARK

FINLAND

Canal Plus Finland
Channel 4 Finland
MTV3 Finland
Network Urheilukanava
The Finnish Sport TV Company
YLE- Finnish Broadcasting Co.

SLOVAKIA

Joj
Sport Progress, s.r.o -- AGENCY
STV-Slovenska Televizia
TV Markiza

GERMANY

ARD-BR
ARD-HR
ARD-MDR
ARD-NRD
ARD-SR
ARD-WDR
Axis Film
BMT
Deutsche Welle
DSF
TaurusSport GmgH
Hessicher Rundfunk
Kirchsport GmbH
MDR
Premiere Fernsehen GmbH & Co
RTL Television
Sport A
XXP
ZDF

HOLLAND – NETHERLANDS

Blue Circle
CHELLOMEDIA (SPORT1)
Nos Radio and Television
RTL 4 & RTL 5 & RTL 7
SBS Broadcasting B.V.
TALPA MEDIA GROUP - IP
TV DRENTHÉ

ROMANIA

Antena 1
Important Media (Agenzia)
Prima TV
Pro TV
Sport One Romania
Sport Radio TV Media - TV SPORT
Telesport Intermedia
Televiziunea Romana

LUXEMBURG

CLT Multi Media
CEV

HUNGARY

DUNA TV
HBO HUNGARY (CENTRAL EUROPE)
MR
MTM - KOMMUNIKACIOS
MTV
RTL Klub
CHELLO CENTRAL EUROPE
MÚSORSZOLGÁLTATÓ Zrt
SPORT KLUB
TV2
UPC

LITHUANIA

Baltijos TV
LNK
LRT
LTV

NORWAY

NRK
SBS (Canal +, Kanal 5, TV Norge)
TV2 Norway

POLAND

Canal + Polska
POLISH RADIO
Telewizja Polsat
Telewizja Wisla
TV4
TVP - Telewizja Polska S.A.

SWEDEN

Canal + TV AB
Canal Plus
lacto Ab
IEC IN SPORTS
Kanal 5
STV
TV3
TV4 AB
Viasat 3
Viasat Sport

RUSSIA

Ruski Extreme
C1R-Channel One Russia (ex ORT)
Center TV, Moscow
Channel 5
Kosmos TV
Moscow TV
NTV +
REN TV
RURTR SPORT
Russian State TV
Russkoye Video
Channel 11
Sport
St. Petersburg
Studio U-7 TV
THT Teleset
TV 7
TV Mir
TV6

UKRAINE

ICTV
IMA Company
NTU - National TV Company of Ukraine
SPA Poverkhnost
TV & RO "Multi Media Service" Lic (MMS)
TV Channel Inter
TV Channel Studio 1+1
TV Tonis-Yug

ESTONIA

ETV- Estonian Sports Channel
KANAL 2
TV3



Attachment # 2

PAN-EUROPEAN

EUROSPORT

Sky Sport

USA

American Forces TV
CBS
CNN
Direct TV
ESPN International
Foxsports International
Fuel
GOL TV
INHD TV
Stopwatch Sports
Lacey Entertainment
NBC
Outdoor Life Network
Seoul Broadcasting System
Speedvision
Spike TV
Tbs
Turner Sports
WCSN

CANADA

CBC
ITV Canada
Le reseau des sports (RDS)
Radio Canada-SRC
Rogers Sportsnet
TLN
TSN
CHINA
AXN Asia
CCTV
China Sports Broadcasting Network
Filmart
GDTV
Shanghai TV
Tanglong Inter. Media Group
INDIA
Trans Image Communications

JAPAN

Asahi Broadcasting Nagano
BB Cable
DENTSU
FUJI TV
J SPORTS
Japan Sports Channel
K Brain
Kansai Telecasting Co.
Masala Entertainment Co.
NHK (Nippon Hoso Kyokai)
Nippon TV
Sky A
Space Vision Network
Sports Unity
Sports I Network
TBS
TBS
Tokyo TV



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Attachment # 3

Rights Platform

- Main Sponsors
- Technical Partners



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RIGHTS PLATFORM: Main Sponsors

Exclusive opportunities:

- Exclusivity in the belonging product range
- Acquisition of Main Sponsor status and use of the expedition's "Marks" in promotional companies and activities, sponsorships, product packaging etc.
- Insertion of company logo on the expedition's official web site (link to Company's web site in the area dedicated to Main Sponsors).

Brand exposure Esposizione del Brand:

- Logo exposure (standard cm 40 x 25) on vehicles in use
- Logo exposure on sponsors's totem
- Logo exposure in press room or where press and media conferences will be held.
- Logo exposure on interview panel ("backdrop")
- Logo exposure in "hospitality" areas on foreseen stop along the way.



RIGHTS PLATFORM: Main Sponsors

Printed Material :

- Logo exposure on printed material
- Advertising on official program
- Logo exposure on press releases

Hospitality:

- Opportunity to benefit of "hospitality" areas in forecasted stop-overs along the way.
- Opportunity to have max 8 credits (pass for "vip guests", to host on board the expedition for 1 week's time. Transfer costs to joining the expedition are not included.

Other opportunities

- Access to pictures, videos and various television datas.
- Possibility to create, with the Organizing Committee's agreement special prizes to the public or participants
- Assistance in the organization of incentive trips and hotel reservation along the journey' stops.



OUTRE

RIGHTS PLATFORM Technical Partners

Exclusive opportunities:

- Exclusivity in the belonging product range
- Acquisition of Technical Partner status and use of the expedition's "Marks" in promotional campaigns and activities, sponsorships, product packaging etc.
- Insertion of company logo on the expedition's official web site (link to company's web site in the area dedicated to Technical Partners).

Brand exposure

- Logo exposure on sponsors's totem in space dedicated to Technical Partners
- Logo exposure in press room or where press and media conferences will be held.
- Logo exposure on interview panel ("backdrop")
- Logo exposure in "hospitality" areas on foreseen stop along the way. dell'azienda)
- Product placement in TV shooting and in TV programs.



LA PIATTAFORMA DEI DIRITTI: Technical Partners

Printed Material :

- Logo exposure on printed material
- Logo exposure on press releases

Hospitality:

- Opportunity to benefit of "hospitality" areas in forecasted stop-overs along the way.
- Opportunity to have max 2 credits (pass for "vip guests", to host on board the expedition for 1 week's time. Transfer costs to joining the expedition are not included.

Other opportunities

- Access to pictures, videos and various television datas up to 100 minutes max of girato in esclusiva
- Assistance in the organization of incentive trips and hotel reservations along the journey' stops.

