

Iveco Daily: the light vehicle that can travel 25 times around the World

30 Iveco Dailys reach one million kilometres travelling day in and day out across the precarious terrain of the African continent. A confirmation of great performance and reliability.

Turin, 13 January 2014

Every day for the past three years, an Iveco Daily has been travelling from South Africa to Namibia, a journey consisting of one thousand kilometres, 365 days a year: an impressive number which has exceeded one million kilometres. These recorded numbers once again confirm the reliability and robustness of the Iveco light vehicle product range.

A total of 13 customers from South Africa, with an estimated 30 vehicles, have informed Iveco that they have reached this mileage figure: a number that is more than twice the distance between the Earth and the Moon (almost 400,000 kilometres) and 25 times the Earth's circumference (40,000 kilometres). The Iveco Daily, in the Minibus version, particularly faces vast distances every day on roads which are not always tarmacked and where it is necessary to drive with extreme caution.

The Daily thus demonstrates itself to be as a strong, safe and reliable vehicle, but above all resistant enough that it has a seven-digit odometer installed into it. The vehicle's chassis with metal struts provides structural rigidity, but also resistance to wear and tear – especially on difficult terrains such as those in Africa – and durability. The independent front suspension and rigid rear axles provide the vehicle with an excellent ability to absorb the roughness of roads, linearity and precision in steering response and road holding and handling stability.

From 1978, the Iveco Daily has been a proven success story serving as the benchmark for light transport in Europe and worldwide. From the very first version, the vehicle has set new records, always ahead of the market, becoming a point of reference for innovation in the field of light commercial vehicles.

The secret of its success lies in its ability to evolve continually, confirming the values that have always characterised its DNA, such as reliability, efficiency and versatility.

“Strong by nature”, the Daily, in its 4x4 version, was recently featured in a roadshow that travelled through six countries in southern Africa: South Africa, Swaziland, Mozambique, Zimbabwe, Botswana and Namibia, stopping at the major dealerships throughout the area.



PRESS RELEASE

The Daily4Africa initiative was created with the aim of promoting the identity of the vehicle on the African continent, but also to reinforce the importance of road safety and the practice of correct behaviour when driving, an issue which is very close to Iveco and which has been the focus of numerous international activities over the past year, in addition to the launch of the cooperation between Iveco, New Holland Agriculture and the International Automobile Federation (FIA) for the FIA Action for Road Safety campaign.

Iveco

Iveco is a brand of CNH Industrial N.V., a global leader in the capital goods sector, listed on the New York Stock Exchange (NYSE: CNHI) and on the Computerised Stock Exchange, organised and managed by Borsa Italiana (MI: CNHI). Iveco designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as fire-fighting, off-road missions, defence and civil protection. Iveco employs over 26,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.

For further information about Iveco: www.iveco.com

For further information about CNH Industrial: www.cnhindustrial.com

For further information please contact:

Iveco Press Office – EMEA Region

pressoffice@iveco.com

www.ivecopress.com

Tel. +39 011 00 72122

Fax +39 011 00 74411