

## New Stralis fleet heads to sea

(Watford, 14 January 2013): Iveco has won a major deal with container transport specialist SEA Transport. Under the new deal, Iveco has supplied eight identical brand new Stralis Active Space Super<sup>3</sup> tractor units – the first Iveco vehicles ever to join SEA Transport’s heavy truck fleet, supplied by Ipswich-based Guests Truck & Van.

The new Stralis 6x2 twinsteer tractors are also the first trucks to feature the company’s new corporate livery and represent an equal mix of vehicle replacements and fleet additions. They were selected over models from rival manufacturers based on their competitive fuel economy, which was proven following a fortnight’s loan of a dealer demonstrator. The rapid availability of eight identical vehicles was also important, enabling the customer to meet fleet growth objectives without delay.

Commenting on the new arrivals, Frazer Smith, Managing Director and joint owner of SEA Transport, says: “We looked at a number of options in the market but the Stralis deal made the most sense. The demonstrator proved popular with drivers and delivered great fuel economy; and the new arrivals haven’t disappointed. It’s still early days and the engines are running in, but we’re already seeing better fuel returns than elsewhere in the fleet.”

Aftersales support was also key to SEA Transport awarding the order to Iveco. “Fleet uptime is critical, and Guests could offer us guaranteed Friday night servicing and maintenance, enabling us to have the fleet on the road when we need it most,” adds Smith. “Buying Ivecos is new ground for us, but we spoke to a number of other Stralis operators before placing the order and liked what we heard – both in terms of the product and the customer backup.

“Strategically this was an important move for our business, it represents a significant investment in our fleet profile, for our stakeholders and customers,” says Smith.

The new trucks have been supplied by Guests Truck & Van on a five year full service repair and maintenance agreement. They will operate with tri-axle skeletal trailers, transporting inbound sea containers from Felixstowe to their final destinations throughout the UK – and bringing departing containers back to the port for onward shipping.

SEA Transport specified each of its Stralis AS440S45TX/Ps with Iveco's 'comfort seat' set-up, which replaces the fixed passenger seat with a fold-out chair from the passenger side bunk, providing a comfortable seat for use by the driver when parked, and maximising internal cab space. Drivers also benefit from a choice of two large bunks measuring 746 x 2,020mm (lower) and 784 x 1,940mm (upper), offering high levels of comfort which guarantee a good night's sleep. Other in-cab features include a heated and air-suspended drivers seat with pneumatic adjustable lumbar support, together with 220mm of travel to suit both tall and short drivers, plus air conditioning, Eberspacher heater, slide-out fridge and a conveniently located control panel next to the upper bunk allowing the driver to control the interior lights, cab heating and alarm clock.

Power for the new 44 tonners is provided by FPT Industrial Cursor 10 engines capable of producing up to 450 hp between 1,550 and 2,100 rev/min and up to 2,100 Nm of torque between 1,050 and 1,550 rev/min. These engines meet the Enhanced Environmentally friendly Vehicle (EEV) emissions target – originally developed as the appropriate standard for a CNG-powered vehicle – and now regarded as a stepping stone between Euro 5 and Euro 6.

Each of the trucks is expected to cover up to 80,000 miles a year.

#### **Iveco**

*Iveco, a Fiat Industrial company, designs, manufactures, and markets a broad 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 almost 25,000 people and runs in 11 Countries in the world using excellent technologies. The company operates in Europe, China, Russia, Australia and Latin America.*



**IVECO**

*Around 5,000 sales and service outlets in over 160 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.*

2350/12

ref: IVECO 13004