



Iveco delivers first six new Stralis Hi-Way tractors to Clipper Logistics

(Watford, 30 July 2013): Clipper Logistics has taken delivery of its first six new Stralis Hi-Way (AS440S46TX/P) 6x2 twin-steer tractor units, increasing the percentage of Ivecos in its fleet to 80 per cent.

The new Stralis Hi-Ways, which were delivered by local Iveco dealer Northern Commercials, will be used exclusively for Hobbycraft store deliveries after the Leeds-based logistics firm secured the national distribution contract for the UK's largest arts and crafts retailer.

Five of the vehicles will be based at Hobbycraft's Burton-on-Trent distribution centre, delivering to sites across the UK, and one will be based at its Enfield depot to service the south east region.

All of the vehicles, which will carry the company's livery, are supplied on four-year Iveco Elements repair and maintenance contracts.

Sean Wilson, National Contract Manager at Clipper Logistics, considered four manufacturers before deciding to go with Iveco. He says: "The key benefit to choosing Iveco is that it is a vehicle that we know and trust. The new Stralis Hi-Way is very driver friendly and the upgrades to the cab and styling build on what is already a top quality product."

In particular, the new Stralis Hi-Way's modern and spacious cab, complete with an improved aerodynamic central grille, bumper and redesigned air deflectors, delivers greater fuel efficiency and increased driver comfort.

Another key addition is Iveco's Driving Style Evaluation tool, which is fitted in all of the new vehicles, enabling drivers to improve their driving performance in real time and, as a result, to optimise their fuel efficiency – a tool which Iveco says can generate fuel savings of between 5 per cent and 12 per cent.

The new tractors, which are additions to the Clipper Logistics fleet of more than 250 vehicles and 100 trailers, will be kept in service for at least four years and are expected to clock-up between 120,000 km and 130,000 km per annum.

They will operate five days per week, with some units being double-shifted for trunking work at night.



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The new vehicles are all fitted with Iveco's Eco Pack, which incorporates many of the fuel-saving functions introduced in the previous generation EcoStralis range. These include: EcoSwitch, which uses vehicle weight information to minimise fuel consumption; EcoFleet mode, which automatically adjusts vehicle loading to help fine-tune fuel economy; fitment of low-rolling resistance tyres and optimised drive axle ratios.

Each of the Iveco tractors are powered by EEV-rated FPT Industrial 10.3 litre Cursor 10 engines, which are capable of producing up to 460 hp between 1,550 and 2,100 rev/min, plus 2,100 Nm of torque between 1,050 and 1,550 rev/min. They also benefit from Iveco's proven EuroTronic automated transmissions as standard.

Iveco

Iveco, a Fiat Industrial company, 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 firefighting, 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.

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