

## Iveco at the IAA Show 2014 in Hanover

Turin, August 4, 2014

Iveco will be taking part in the 65th **IAA Show 2014** in Hanover from 25 September to 2 October 2014. The company will be introducing a number of innovations in what has been confirmed as the most important international showcase for the commercial vehicle sector. On a stand covering more than 2,500 square metres, Iveco will provide visitors with a complete display of its range, from light commercial vehicles to heavy on-road and off-road vehicles, buses and dedicated quarry-construction site vehicles.

At the centre of the stand there will be a display showing the milestones in Iveco's history, starting in 1864 when the Magirus brand was created, which this year will celebrate its 150th anniversary - moving onto the birth of Iveco in 1975 and covering a long history which has made the brands of CNH Industrial famous all over the world.

The star of the Iveco stand will be the **New Daily**, the third generation of the light commercial vehicle which after its international press launch at the beginning of June, will make its public show debut in front of a large international audience. New Daily is a completely renewed vehicle which presents itself with a load volume efficiency at the top of its category, best-in-class for volume and capacity, car-like comfort, with its driveability and fuel consumption further optimised. While 80% of components have been redesigned, the New Daily has preserved its classic ladder frame chassis structure, a part of its DNA and a feature which ensures strength, versatility and duration over time as well as maximum bodybuilding flexibility on chassis cab models.

In the New Daily area, as well as the vehicle itself, technological innovation will play a major role with the **F1C engine**, the new **HI-MATIC** gearbox and the new **Quad Leaf** suspension.

A major innovation is the **new HI-MATIC 8-speed automatic transmission** that establishes high standards of flexibility, efficiency and fuel economy, ensuring maximum travel comfort. **HI-MATIC** changes quicker and more precisely than an expert driver, needing less than 200 milliseconds for a gear shift when greater acceleration is required.

To make the most of the potential of the new vehicle, a new front suspension has been developed which contributes to increased comfort and driveability and will be adopted as standard on both **vans** and **chassis cab versions**. The new **Quad Leaf front suspension** is based on a double quadrilateral arrangement with traverse leaf springs that produces excellent results in terms of containing dimensions and masses.

**Boreal Metallic Blue**, the launch colour of the New Daily will dominate on a banner which will adorn the walls of the stand, reminiscent of the vehicle's front grille and confirming the strength of character of this colour which reminds us of the sky, the sea and the strength of nature.

Iveco also links this colour to its own message of environmental sustainability and respect: a responsibility which is reinforced every day by the company with the production of alternative fuel vehicles, which will be represented in Hanover by the **New Daily CNG and the Stralis LNG**.



PRESS RELEASE

The **New Daily CNG** has the same strongpoints as the diesel version in terms of reliability, comfort, and useful payload. The dual beam chassis makes the New Daily not just the preferred base vehicle for bodybuilders, providing them with robustness and the ability to support heavy loads, but much more: as a result of the way in which the cylinders are mounted on the Natural Power version, there is no loss of useful cargo space or to the area dedicated to mounting the body.

The **Stralis Natural Power Euro VI powered by liquefied natural gas (LNG)** will feature a new tank fully complying with the revised Regulation UNECE No.110, in force since 10 June 2014, permitting type-approval for LNG vehicles which previously was not possible. This is an important new step for the sector, one that indicates a strong expansion of the market for LNG-powered heavy vehicles for medium-haul routes.

Furthermore, in an exhibition area reserved for Euro VI engines, Iveco will showcase its **HI-SCR (High Efficiency selective catalytic reduction)** system, which is patented by FPT Industrial. This solution makes it possible to achieve outstanding **internal engine combustion thanks to the intake of outside air; and will be featured on Euro VI engines for vehicles within the Iveco Bus and Iveco Stralis ranges**. Protected by multiple patents, the innovative HI-SCR technology offers an exclusive solution that does not require EGR (exhaust gas recirculation) and DPF (diesel particulate filter) regeneration, thus lowering total cost of ownership. Combined with an advanced aerodynamic design, HI-SCR helps reduce fuel consumption by an extra 2.33% in comparison to the previous Euro V engine generation, as proven by the renowned German independent certification organisation TÜV.

The whole exhibition area will represent, in brief, the strategy which the company has adopted in the last few years: investments for the development of product offer, in the **light** sector with the launch of the New Daily; in the **medium** sector with constant work to strengthen the concepts of versatility and efficiency of Eurocargo, in the **heavy** sector with particular focus on the reduction in the Total Cost of Ownership, through service excellence, product quality and infotelematic systems. The strategy also includes investments on engine innovation, with the introduction of new solutions for efficiency and fuel savings, those regarding the business support structures, such as strengthening the distribution network and improving residual value, as well as the second-hand market.

All this with the aim of creating value for those who use these vehicles every day as part of their work, and turning it into productivity, quality and comfort, through new technologies which simplify use of the vehicle, whilst reducing operating costs.

There will be seven **New Daily** vehicles on display including one **New Daily Minibus**, one **New Daily CNG**, and one fitted out as a mobile workshop. A Eurocargo (18 tonne) will represent the medium range vehicles; four **Stralis** trucks for the heavy range including one **LNG** and one **Super-Light**, a special version of Stralis which uses specific technical solutions aimed at reducing weight.

There will also be an area **specifically dedicated to off-road vehicles** with a **Trakker 8x4** and the **Dakar Trakker**, the vehicle which participated in the 2014 rally in South America. The new **Astra HD9 with Euro VI engine** will also be presented for the first time on the international scene.

**Iveco Bus**, a CNH Industrial brand for public transportation, will also participate with the exhibition of its **New Daily Minibus**, a vehicle that combines the New Daily's many qualities and advantages with the know-how of a market leader in the passenger transportation sector. Finally, there will be a **12 m Crossway Low Entry**, a universal bus suitable for both urban and interurban transport. This vehicle is the undisputed leader in its category across Europe and the solution adopted by the leading European transport groups.

Alongside each vehicle there will be an iPad which visitors can use to navigate on three different channels: one showing a film dedicated to the vehicle; one to navigate the specific App and one with the technical specifications of each vehicle.

ends

## Iveco

*Iveco is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the 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 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.*

## Iveco Bus

*Iveco Bus is a bus brand of CNH Industrial N.V., a global leader in capital goods listed on the New York Stock Exchange and on the Borsa Italiana in Milan.*

*A major player in the field of public transport, and among the leading bus and coach manufacturers in Europe, Iveco Bus designs, manufactures and markets a broad range of vehicles that meets all the needs of public and private operators:*

- *school, intercity and tourism coaches*
- *standard and articulated city buses, including BRT dedicated versions, with a strong leadership in clean technologies such as CNG and Hybrids*
- *minibuses for all passenger transport missions*
- *chassis for bodybuilders.*

*Iveco Bus employs over 5,000 people across two production units, in Annonay, France and in Vysoké Myto, Czech Republic.*

*The extensive Iveco Bus and Iveco service network guarantees assistance around the world wherever an Iveco Bus vehicle is at work.*

For more on Iveco visit: [www.iveco.com](http://www.iveco.com)

For more on CNH Industrial visit: [www.cnhindustrial.com](http://www.cnhindustrial.com)

**For further information, please contact:**

Iveco Press Office – EMEA Region

[pressoffice@iveco.com](mailto:pressoffice@iveco.com)

[www.ivecopress.com](http://www.ivecopress.com)

Phone +39 011 00 72122

ref: IVECO 14030