

Driveforce will carry its business into the next decade with Iveco

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Bristol-based car transport business Driveforce has grown its fleet with the delivery of its first Euro VI tractor unit, an Iveco Stralis Hi-Road (AT440S46T/P) from dealer Hendy Van & Truck.

The business runs a fleet of 24 trucks, 80 per cent of which are Ivecos.

Gary Chapman, Managing Director of Driveforce, says: "We have run Ivecos for more than a decade, after taking delivery of our first Stralis in 2004. They have proven to be ideal vehicles for car transporter work; their low height is perfectly suited for the needs of the company."

Driveforce takes pride in never making a commitment it can't keep, and to do this it needs vehicles which provide consistent performance.

Chapman continues: "Our Iveco fleet has helped us build a reputation for reliability and high standards among customers. We expect our latest Stralis Hi-Road will continue with this level of performance as well as providing us with improved fuel economy thanks to its Euro VI engine."

Confidence in the long term performance of the Stralis is critical for the company as it plans to operate the vehicle for up to seven years.

Chapman concludes: "Before we invest in a new vehicle we need to be absolutely sure it will deliver at the same high standards on its last day as its first. We invest in expert service and maintenance for our fleet, so we have every trust in this new vehicle to deliver."

The Stralis will undertake general contract work including fleet car transport and show car movements throughout the UK. It will undertake approximately 120,000km a year and the company expects to replace the truck after approximately 800,000km in service.

This Stralis has been mounted with an existing car transporter body which has already seen seven years' service on the fleet. Completely refurbished by sister company Driveforce Engineering, which carries out maintenance and refurbishment work for Driveforce and other firms in the industry, it will now be used on the Stralis for the second half of its projected 14 year lifecycle.



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The vehicle features a sleeper cab which includes the luxury Hi-Comfort bunk and an extensive array of storage compartments for the driver's personal belongings.

The Euro VI Iveco Cursor 11 engine powering this Stralis Hi-Road offers optimised fuel consumption and improved performance compared with the EEV engine generation it supersedes. Key to this is Iveco's HI-SCR system, developed, patented and produced to meet the limits demanded by Euro VI legislation without using EGR. This enables it to offer multiple advantages including weight reduction, lower fuel consumption and increased durability, with this engine capable of producing up to 460 hp between 1,500 and 1,900 rev/min and 2,150 Nm of torque between 900 and 1,500 rev/min.

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