

Spirit Pub Company replaces entire distribution fleet with Ivecos

Watford, February 19, 2015

Iveco has secured a major conquest order with Spirit Pub Company in partnership with Spirit's logistics provider, Kuehne + Nagel Limited.

The order includes 39 Stralis Hi-Street 26-tonne rigids (AD260S33Y/PS), 14 Stralis Hi-Street 18-tonne rigids (AD190S31/P) and three flagship Stralis Hi-Way 6x2 tractor units (AS440S46TX/P). The rigid vehicles are being fitted with refrigerated bodies built by Solomon and equipped with Frigoblock multi-temp refrigeration units – with deliveries split between Iveco dealers Sherwood Truck & Van and Grays Truck & Van.

The fleet serves a multi-brand estate spread across the UK, requiring versatile vehicles able to cope with urban multi-drop work, regional deliveries and longer distance trunking.

Daniel Stretton, Senior Supply Chain Manager at Spirit Pub Company, says: "No single day is the same in this business. Our vehicles face a different route every time they go out, depending on the demand from our different pubs. We need vehicles which can perform in all environments and which offer maximum reliability and fuel-efficiency for our business. We're confident that the Stralis range is ideal for the job.

"We have gone on a journey with Iveco and we are very pleased about where it has led us. They have put in a great amount of time with us to ensure our new fleet will meet the needs of our business and growth perfectly."

Commenting on this major order, Stuart Beeton, Sales Director at Iveco, explains: "The team at Spirit wanted a strategic-level supplier which could understand their business and propose a transport and aftersales solution that supported their long term goals, whilst delivering maximum efficiency and reliability. We've been able to deliver in all these areas. It's a terrific fleet to win."

The trucks will be in operation for up to 12 hours a day, six days per week, travelling an estimated 100,000km a year.

All vehicles benefit from the latest generation Euro VI Cursor engines, which stand out for using a high efficiency selective catalytic reduction system known as 'HI-SCR' to achieve the latest emissions limits via a simplified after-treatment system and without the use of EGR (exhaust gas



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recirculation). This offers multiple advantages to the customer, including weight reduction, optimised fuel consumption, lower exhaust temperatures and exhaust cooling requirements, and increased durability thanks to a less complex, yet highly efficient, technology.

The direct-drive Frigoblock refrigeration units, which were chosen for their environmental performance, complement Iveco's fuel-efficient Euro VI technology as they draw power from the vehicle's alternator rather than using red diesel.

Spirit Pub Company expects to complete its transition to an all-Iveco operation by the end of October 2015.

Spirit Pub Company currently operates almost 800 high quality branded pubs nationwide with over 15,000 dedicated employees, delivering exceptional guest experiences with market leading brands such as Chef & Brewer, Taylor Walker, Flaming Grill and Fayre & Square.

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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, and vehicles for applications such as off-road missions.

The brand's wide range of products include the Daily, a vehicle that covers the 3 – 7 tonne vehicle weight segment, the Eurocargo from 6 – 16 tonnes, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tonnes. In addition, with the brand Iveco Astra, builds mining and construction vehicles, rigid and articulated dump trucks and speciality vehicles.

Iveco employs close to 21,000 individuals globally. It manages production sites in 7 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 4,200 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.

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For further information about Iveco: www.iveco.com

For further information about the Iveco dealer network: <http://www.iveco-dealership.co.uk>

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



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