



**IVECO**

## “Daily4Africa”: the Iveco Daily 4x4 goes on tour across Africa

The Iveco Daily 4x4 will be the protagonist of the “Daily4Africa” roadshow, crossing through six of the continent’s southern countries. This appointment follows the vehicle’s official debut on the African market this past April in Johannesburg.

The aim of the tour is to reinforce the Iveco brand image as well as that of its signature lightweight vehicle, testing its strength and reliability throughout the African countries that it will travel to.

The voyage of the Iveco Daily 4x4 will cover over 11,000 kilometers in the span of 45 days. The vehicle is specially equipped for the mission and driven by a team of expert travelers: the members of this team belong to the Taurinorum Travel agency, based in Turin, Italy, which specializes in large scale adventure expeditions. The team will document the African landscape, driving two vehicles across South Africa, Swaziland, Mozambique, Zimbabwe, Botswana and Namibia.

Their expedition sets off from Johannesburg, South Africa on Saturday, 20 July 2013 and concludes in Cape Town. Along the road, the team will make scheduled stops at the principal Iveco distributing dealerships in the roadshow territory. During each stop, the vehicle will be presented to the press, customers and the general public. Test drives will also be organized.

The Daily 4x4 is the ideal vehicle for demanding professional use, offering unrivaled performance in all conditions with its three differential wheel locks, permanent four-wheel drive, low range and specific tires for large vehicle dimensions. The six-speed gearbox is coupled with the central Transfer Box featuring two reductions which allow the vehicle 24 gears in drive and four in reverse.

The establishment of **Daily4Africa** is realized with the main objective of communicating and advocating messages on road safety and the practice

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of correct driving behavior, themes which are a fundamental part of Iveco's communication. Iveco has been a frontrunner on this topic since its foundation.

In the past year, the company has been involved with numerous international activities including the launch of its support of the Fédération Internationale de l'Automobile's (FIA) **FIA Action for Road Safety campaign** in collaboration with New Holland Agriculture. Representing a fundamental value for Iveco: the product safety technologies applied to advanced security systems are an essential tool for safeguarding the driver, vehicle cargo and the lives of all those on the road. The agreement with the FIA, which was signed last March, foresees ongoing collaboration between the two parties for common activities which support the **FIA Action for Road Safety** campaign, providing education on safe driving behavior in order to save lives around the world from the threat of road accidents.

During its journey to the heart of the African continent, the team will drive two Iveco Daily 4x4 vehicles, distributing leaflets which illustrate the chief rules to observe in order to practice safe driving on the road.

The trip will also be documented through video and photography which will be published in real time on Iveco's main web and social network platforms as well as the dedicated website: [www.daily4africa.com](http://www.daily4africa.com)

## 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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