



## Iveco displays vehicles at 2013 Shanghai Auto Exhibition

Iveco is participating at the 15th Shanghai International Automobile Industry Exhibition that starts today and runs until 29 April. The event is being held at the Shanghai New International Expo Center and is expected to draw more than 800,000 visitors.

The Iveco stand features a European-style design with a vehicle line-up representing the light, medium, heavy and heavy off-road segments. It is composed of imported European commercial vehicles and products manufactured by Iveco's joint ventures with Saic Group: Naveco and SIH (Saic-Iveco Hongyan).

Iveco's presence at the Shanghai Exhibition reinforces its three key strategies in China: the introduction of European-manufactured commercial vehicles to meet the growing market demand for high-end products; the further expansion of activities concerning Iveco's China-based joint ventures; and the export of goods produced by the joint ventures to overseas markets through Iveco's global sales network.

### Products on display

The line-up starts with the premiere of the new **Stralis Hi-Road**, a part of the Stralis heavy truck family, among which the Stralis Hi-Way was recognised as the 2013 International Truck of the Year at the Hanover Motor Show. The Stralis Hi-Road is developed to meet the demands of China's logistics market, providing optimal configurations. The vehicle features superior performance and significantly reduces Total Cost of Ownership.

The Hi-Road cabin is available with a choice of medium-high and low roof. The new dashboard has also been redesigned for better functionality and ergonomics, distinguished by its modern design, colour consistency, and

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the use of embossed high quality materials: all making the interior environment pleasant and relaxing.

The medium-duty **Eurocargo** demonstrates Iveco's expertise in manufacturing a variety of chassis models. The model on the stand specifically addresses the chassis' suitability for firefighting applications. This particular chassis is able to accurately match all of the devices installed on fire trucks. The crew cab is well-equipped, secure and attractive, ensuring the safe and comfortable transport of passengers.

The heavy-duty **New Trakker** is Iveco's signature off-road work vehicle. It is built to withstand obstacles present in off-road situations, operating in all climate conditions and on challenging terrains, while offering the comfort of a road vehicle, even for off-road missions. Its FPT Industrial Cursor engine delivers high torque and resistance, allowing the Trakker to face demands year-round.

The new lightweight **Naveco Power Daily 2013** is developed on the Iveco Daily platform. The vehicle combines the company's European heritage with the local technological expertise, product quality and service efficiency of the Chinese joint venture.

The heavy-duty on-road **Iveco 682 tractor** is a tailored export edition of the SIH Genlyon, adopting Iveco's high quality and design standards along with tailored configurations for Chinese and international markets. This top-of-the-range model is offered in multiple versions and is intended for the transport of carbon, concrete and hazardous materials. SIH exported over 1,600 Genlyon vehicles in 2012.

Iveco's China-based joint ventures are fundamental to the company's global business strategy. Products from these joint ventures are sold worldwide via Iveco's extensive network.



## 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 close to 25,000 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.*

Turin, 20 April 2013