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Iveco to showcase extensive range at 2017 Brisbane Truck Show

Iveco Australia is looking forward to the Brisbane Truck Show and will participate with a large stand showcasing up to 10 vehicles from across the Iveco and INTERNATIONAL product line-ups.

Showgoers will have access to a wide selection of trucks and vans spanning the light, medium and heavy duty weight categories including several new models on public display for the first time.

Among the new vehicles will be the Euro6-rated Daily 7 tone van which not only boasts an extremely clean-running engine, but also introduces even greater safety features such as a Lane Departure Warning (LDW) system to the Daily's already impressive standard offerings.

Another model making its show debut is the recently-launched E6 Eurocargo. Having been awarded International Truck of the Year-2016, the new Eurocargo provides the premium levels of comfort, safety and efficiency befitting one of Europe's best-selling medium duty trucks.

Also representing the Iveco medium duty range is an ACCO. Manufactured in Australia using 85 per cent local content, the ACCO is a trucking industry icon and provides buyers the chance to customise its specifications along the assembly line, potentially saving owners thousands of dollars during the body build process.

In the heavy market, on show will be a Powerstar 6400 HD, Stralis ATi and Stralis AS-L Series II. Both the Powerstar and Stralis AS-L models are manufactured locally using 60 and 55 per cent local content respectively.

With Iveco's recent appointment as the exclusive distributor of INTERNATIONAL Trucks in Australia, the stand will also be bolstered with three new ProStar models in day, sleeper and extended cab variants.

Showgoers with an interest in off-road applications will be able to get up close to the popular Daily 4x4. The Brisbane Truck Show display truck is a dual cab model and features a range of modifications including bull bar, snorkel and auxiliary lighting.

Additionally, the stand will feature a merchandise area and also play host to the star drivers from the Red Bull Holden Racing Team.



PRESS RELEASE

Iveco Marketing Manager, Darren Swenson, said attendees at this year's show would not leave the Iveco stand disappointed.

"From the passenger car licence Daily models through to road train prime movers, Iveco has one of the broadest truck ranges available in the Australian commercial vehicle market, and the Brisbane Truck Show stand provides an excellent representation of this expansive product line-up," Mr Swenson said.

"This year we're also excited to launch the much anticipated INTERNATIONAL ProStar range. We see the ProStar as complementing the Iveco line-up and providing our customers and prospects with an even greater choice.

"It's also pleasing to re-embed the INTERNATIONAL brand at its traditional Melbourne home, a site that Iveco has occupied since 1992."

Please visit the Iveco Trucks at stand 49 at this year's Brisbane Truck Show.

Iveco Australia

Iveco Australia manufactures and imports commercial vehicles spanning the light, medium and heavy duty truck segments and, under the Iveco Bus brand, buses and coaches. The commercial vehicle range includes on and off-road models beginning with car licence vans, through to road train prime movers rated at up to 140 tonnes GCM. The ACCO and Powerstar vehicles, developed and produced specifically for the Australian market, complement Iveco's worldwide best sellers such as the Daily, Eurocargo, Trakker and Stralis. Iveco vehicles are ably supported by a dedicated network of 50 dealerships and service outlets strategically located nationwide, offering aftersales services that include extended warranties, roadside assistance and programmed maintenance contracts.

Iveco's Australian manufacturing base in Dandenong Victoria, represents a major investment in the local truck and bus industry. Iveco directly employs around 600 people nationwide and thousands more Australians in related industries, from retailing operations to component suppliers.

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 ton vehicle weight segment, the Eurocargo from 6 – 19 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, the Iveco Astra brand builds off-road trucks, rigid and articulated dumpers as well as special 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.

For further information about Iveco: www.iveco.com

For further information about Iveco Australia: www.iveco.com.au

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