

24 July, 2018

## **IVECO launches limited edition 'Daily Blue'**

*To celebrate the Daily Blue Power being named 'International Van of the Year 2018', IVECO has launched a limited edition 'Blue'-inspired model in Australia, providing customers with extra benefits along with an eye-catching colour treatment.*

Available exclusively on the Daily 35S17 van (3520mm wheelbase and 12m<sup>3</sup> van capacity), the Blue Edition provides the peace of mind of an extended 5 Year / 200,000 kilometre factory warranty. If the vehicle is financed through IVECO financier, CNH Industrial Capital, buyers will also receive 5 years / 200,000 kilometres of free scheduled servicing.

The Daily Blue enjoys added road presence and is easily identifiable by its white exterior paintwork with electric blue grille, distinctive blue headlight edges, blue alloy wheels and special edition badging.

The theme continues on the inside with blue steering wheel stitching, unique headrests and a blue transmission shifter that complements the blue dashboard that comes standard in models fitted with the market-leading IVECO Hi-Matic 8-speed full automatic transmission.

Stunning appearance aside, the automatic transmission is coupled to IVECO's 3.0 litre turbodiesel engine which produces 170hp (130kW) of power and 430Nm of torque.

Other standard features include the IVECONNECT multimedia system, a reversing buzzer and fog lamps. Also included is a suspended driver's seat with bench for two passengers and automatic climate control.

On the safety front, the Daily Blue features the superior stopping power of front and rear disc brakes with ABS and IVECO 'ESP 9' safety program which includes Electronic Stability Program and a host of other active safety equipment. Passive safety features include four SRS Airbags.

IVECO Australia Marketing Manager, Darren Swenson, said that the limited edition Daily Blue presented great value and also provided buyers with a visually-unique van that would stand out from the crowd.

"The Daily Blue will be immediately attractive to the market courtesy of its long list of standard features plus the additional extended warranty coverage. For customers financing via CNH



PRESS RELEASE

Industrial Capital, there's the added bonus of free scheduled servicing, further reducing this model's cost of ownership," Mr Swenson said.

"Only 100 examples have been made available and IVECO is confident that they'll be snapped-up quickly by discerning buyers."

To order the limited edition Daily Blue, please visit your local IVECO Dealership.

## **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 prime movers rated at up to 90 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 – 18 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](http://www.iveco.com)

For further information about Iveco Australia: [www.iveco.com.au](http://www.iveco.com.au)

For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)

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