

## **IVECO launches the New Daily in South Korea: Business Instinct for the transport industry**

*The New Daily Euro 6 builds on the strengths of the IVECO Daily family and introduces a host of features and technologies that maximise fuel efficiency, cut down on consumption and emissions, resulting in low Total Cost of Ownership (TCO) and enhanced sustainability, making it the ideal partner for further fostering transport businesses.*

*The best-in-class light commercial van from IVECO, New Daily Euro 6, makes its debut in South Korea in its VAN and CAB Chassis versions.*



Seoul, September 4, 2018

IVECO introduced the New Daily Euro 6 in its van and chassis cab versions to the South Korean market today. This product family was first launched in Europe in 2016, where it has taken the markets by storm and collected numerous awards, including the prestigious “International Van of the Year” title.

The New Daily Euro 6 is the latest arrival in the Daily family, which has a long history of leading the way in light commercial transport and earning a strong reputation for its innovation, strength and high levels of customer satisfaction. The new vehicle pushes every boundary of robustness, durability, performance and versatility, delivering unrivalled power, low fuel consumption and Total Cost of Ownership (TCO), extreme comfort and maximum safety combined with a wide variety of configurations. All these characteristics reflect the vehicle’s Business Instinct, with its ability to anticipate the requirements of transport operations, making it the perfect partner to grow their business.

The official launch of the New Daily Euro 6 was held at the Nest Hotel, near the Seoul-Incheon Airport, and was attended by the Korean national press, key customers, dealers and representatives of local authorities. Speaking at the event, Koray K. Kursunoglu, Business Director for IVECO South East Asia, and Jeongsik Choi, Head of IVECO Korea, highlighted IVECO’s commitment to sustainable transport.

*“The New Daily Euro 6 further extends our environmentally friendly product offering in the market, meeting a demand that has become increasingly critical in the transport sector. The New Daily Euro 6 uses technology to maximise fuel efficiency and cut down on consumption and emissions,*

*minimising its environmental impact, while delivering unparalleled performance and TCO,” said Jeongsik Choi.*

*“IVECO has steadily increased its share of the heavy and medium segments of the South Korean market, exceeding its customers’ expectations. The New Daily Euro 6, which is entering a segment that is dominated by a local brand, offers transport operators a competitive advantage to grow their businesses, and we are confident that the market will quickly recognise this,” added Koray K. Kursunoglu.*

### **Productive comfort in a functional and quiet cab**

The New Daily Euro 6 features an extremely quiet cab that raises the levels of comfort and functionality to a new level. The noise level in the cab has been reduced by 4 decibels compared to previous models, improving the vehicle’s acoustics and sound recognition by 8%. The comfortable interiors feature a leather steering wheel, blue seat covers and new textile foam headrests. The layout includes up to 18 storage compartments strategically placed around the cab for excellent accessibility.

### **The best partner for the transport business with low Total Cost of Ownership**

The vehicle bristles with features that result in excellent fuel economy, which combined with the efficient engine and driveline technologies, result in an outstanding reduction in fuel consumption: up to 8% compared to Euro 5 models.

### **Sustainable technology at the service of transport operators**

The New Daily Euro 6 range features a four-cylinder, 3-litre engine delivering 180 horsepower and 430 Nm torque. It guarantees top performance in the extensive range of missions that use gross vehicle weights going from 3.5 to 7.2 tons. It also features the exclusive patented MULTIJET II system, which optimises combustion.

IVECO’s engine strategy leverages on its leadership in engines and SCR technology. The optimised 3.0-litre F1C engine, tested over 20,000 hours on test bench and over 1.5 million kilometres on the road, features Selective Catalytic Reduction technology that controls NOx emissions and new injectors that help to optimise combustion and to lower Particulate Matter at engine out. This enables it to develop all the power needed for the most demanding high mileage and heavy-duty missions with remarkably low fuel consumption, long maintenance intervals and thus low operating costs.

### **The most versatile vehicle and perfect partner for bodybuilders**

The Daily is the most versatile vehicle in its class with the widest line-up in the industry ranging from

3.5 right up to 7.2 tonnes of gross vehicle weight, and from 9 m<sup>3</sup> up to 18 m<sup>3</sup> cargo volumes. The exceptional variety of versions available – van, semi-windowed van, chassis cab, chassis cowl and crew cab – opens up a wealth of possibilities for a wide variety of missions.

In addition, the load-bearing structure with 'C' shaped, special steel cross-members is the best platform for bodybuilders to adapt for very diverse missions, such as Camper, Ambulance, Car recovery or Garbage collection. This outstanding versatility is further extended with the introduction of the new 5,100 mm wheelbase on the 7-tonne model, which maximises the possible body length for the chassis cab versions and adds even more adaptation opportunities for bodybuilders.

#### **40 Years of Success**

The launch of the New Daily Euro 6 in South Korea coincides with an important milestone for the Daily family, which this year celebrates 40 years of success recognised by millions of customers around the world and prestigious international awards.

The Daily, crowned International Van of the Year 2018 for its sustainable Daily Blue Power family, was first launched in 1978. Since then, it has introduced ground-breaking innovations that have changed the industry: from the adoption of a truck-derived chassis with rear traction and independent front suspension, to the introduction of Common Rail technology in 1999 – a world first – or the advanced Electronic Stability Program (ESP) for regulating vehicle handling during steering and braking.

Over the years the Daily has constantly evolved to meet the changing needs of customers, leading the way with its efficient and environmentally friendly technologies.

More than three million Daily vehicles have been manufactured on three continents and this is testament to this vehicle's popularity and its exceptional capacity for adapting to meet the specific needs of our customers across the world.

#### **Made in Suzzara, Home of the Daily**

The New Daily Euro 6 is manufactured at IVECO's production plant in Suzzara, Italy, which is entirely focused on this product family. The facility relies on World Class Manufacturing (WCM) processes to manage the high degree of complexity that comes with producing the very wide Daily range, which has as many as 11,000 product variations. WCM is a methodology that aims to create error free processes in order to achieve zero defects, zero waste and zero accidents. It is a continuous improvement process that centres on the involvement of every operator engaged in production.



The Suzzara plant introduced WCM in 2007 and in just five years achieved Silver Medal certification, which attests to the high levels of quality it delivers.

### **IVECO in South Korea – beyond the product**

The New Daily Euro 6's Business Instinct extends beyond the product: it is also about helping our customers run their business easily and efficiently with the right accessories, technical support, after-sales service and 24/7 breakdown assistance.

IVECO Korea serves its customers from its headquarters in Gwangju, and its local team is supported by a network of 16 authorised workshops and 11 Daily sales agents nationwide.

## **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 ton vehicle weight segment, the Eurocargo from 6 – 16 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, with the brand IVECO Astra, builds mining and construction vehicles, rigid and articulated dump trucks and specialty 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 CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)*

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