

## **IVECO selects David Fishwick to launch Daily START minibus into UK market**

*Brand new entry-level Daily model to offer maximum profit potential to fleets*

Basildon, October 2, 2018

David Fishwick has become the first supplier in the UK to take delivery of IVECO's Daily START, the newest addition to the manufacturer's minibus range. The Lancashire-based minibus and minicoach supplier has taken on one demonstrator vehicle.



The 6m-long Daily START is the new entry-level model in the range, which includes the Daily Line and high-end Daily Tourys+. Mark Barlow, Dealer Principal at David Fishwick, claims it is perfect for operators requiring a simple and functional vehicle with low running costs – such as airport parking services and local taxi work.

He says: “This new Daily model offers excellent value for money, thanks to IVECO’s pedigree in the minibus and minicoach market, plus its 24/7 aftersales and maintenance support which is second to none. With this new vehicle on the market, operators can be confident of a long service life, even for high-mileage applications.”

Capable of seating up to 16 passengers and with the possibility of wheelchair access in certain configurations, the Daily START is an addition to David Fishwick’s existing range of minibus conversions based on the Daily Panel and Daily Vendor Van.

It has been fitted with a manual side sliding door and retractable step. To make it even more versatile, standard features can be enhanced with options including CCTV, an electric sliding door, reverse cameras and USB charging points.

The Daily START offers a comfortable and modern cabin for the driver, with an ergonomic dashboard layout and multiple storage compartments. Visibility and manoeuvrability are also excellent, making it suitable for all road types.

Commenting on its introduction to the market, Abdi Ali, Product Manager, IVECO BUS UK, says: “The Daily START’s functional configuration offers fleets the opportunity to make their vehicle operations even more profitable. We’ve designed the Daily Start to be a highly competitive minibus in its class, and we are expecting strong demand – particularly from fleets



carrying a large volume of passengers over short journeys, where the added comforts of our higher specification vehicles simply aren't necessary."

Customers buying a Daily START will also benefit from longer maintenance intervals which have been extended to 50,000 km, thanks to the use of long-lasting components and consumables.

Power is provided by IVECO's 3.0-litre F1C diesel engine, with a choice of either 150 hp or 180 hp versions available. The Daily START can also be equipped with the class-leading eight-speed Hi-Matic automatic transmission which guarantees maximum performance with low operating costs.

Offering absolute driving pleasure, the Hi-Matic is faster and more precise than a traditional six-speed manual transmission, offering gear changes without torque interruption and in less than 200 milliseconds for high-level performance.

David Fishwick is one of the UK's premier suppliers of new and used minibuses and mini-coaches. Based in Colne, it also offers bespoke vehicle conversions for customers including charities, community groups, schools and sports teams.

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## **IVECO BUS**

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A major player in the public transportation sector and one of the leading vehicle manufacturers in Europe, IVECO BUS designs, manufactures and sells a wide range of vehicles that precisely meet the needs of private transport companies and public transport authorities:

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- Standard and articulated buses and their BRT (Bus Rapid Transit) versions, including proven leadership in NGV and Hybrid clean technologies (Urbanway and Crealis)
- Minibuses meeting all passenger transportation needs (Daily)
- Bodies for specialized bodywork designers.

IVECO BUS employs over 5,000 people and operates two factories, located in Annonay, France and Vysoké Myto, Czech Republic, which were both awarded bronze medals in 2013 within the framework of WCM (World Class Manufacturing), an international methodology for the management of manufacturing processes according to the highest global standards.

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