

IVECO's 7.2-tonne Daily Hi-Matic plays a starring role for Zest4.TV

Vehicle's impressive performance and payload capacity sees Sunbury-based customer place first ever IVECO order

Basildon, May 20, 2019

Outside broadcast company Zest4.TV has bought its first 7.2-tonne IVECO Daily chassis cab equipped with the class-exclusive Hi-Matic automatic gearbox, after spending just an hour behind the wheel of a demonstrator.



Supplied by IVECO Retail in Hayes, the new arrival will be used as an outside broadcasting truck to support the filming of live events and broadcast programmes across the UK, including Channel 5's The Gadget Show and Parklife, an independent music festival in Manchester.

Simon Roe, Managing Director of Zest4.TV, chose the vehicle based on its impressive specification and unrivalled payload capacity, thanks to having the highest gross vehicle weight of any light commercial vehicle (LCV) on the market – offering a carrying capacity greater than many 7.5-tonners.

He says: "We needed to replace a 20-year-old vehicle which was going to prove too expensive to bring into the new Ultra-Low Emission Zone in London. We don't do a huge annual mileage, but reliability and payload are the critical factors for us.

"We explored all available options, but only IVECO could supply a vehicle that fitted the bill perfectly. I didn't need to drive the Daily for long before my mind was made up. It's so easy to drive and the Hi-Matic gearbox is incredible; it will make a huge difference to driver comfort on our longer journeys."

Powered by a 3.0-litre Euro 6 diesel engine delivering the best-in-class 205hp and 470 Nm of torque, the Daily (72C21A8/P) joins two other vans on the customer's fleet. It has been specified with an air-suspended driver's seat, air conditioning and cruise control, while the body – taken off the older vehicle and re-mounted onto the Daily by Colchester-based bodybuilder Levscol – features three separate areas for engineering, production and sound.

Designed to provide absolute driving pleasure, IVECO's Hi-Matic eight-speed automatic transmission changes gear more quickly and precisely than the best driver, needing less than 200 milliseconds for

PRESS RELEASE

a gear shift when greater acceleration is required. Its proven durability and reliability also helps lower repair and maintenance costs by 10 per cent versus a standard manual transmission.

All routine maintenance work will be carried out by IVECO Retail – located just seven miles from the customer's office in Sunbury – as part of a three-year R&M package, to keep vehicle downtime to a minimum.

Roe adds: "In an industry like ours, vehicle uptime is essential. Some of our work can be live broadcasts so we can't afford an unexpected breakdown on the way to a job. IVECO has tailored a comprehensive maintenance package which gives us confidence the vehicle is being looked after to the highest standards, and with routine maintenance scheduled around our busy filming agenda."

The IVECO Daily range offers the widest line-up of light commercials in the industry, with gross vehicle weights from 3.5-tonnes up to 7.2-tonnes and cargo volumes from 7.3m³ to 19.6m³ on panel vans. The Daily is also unique in its class for featuring a truck-like solid steel load-bearing chassis made of high strength steel.

Zest4.TV specialises in providing production facilities to the audio visual, broadcast, live event and live streaming industries. Its portfolio of OB work includes Asian Comedy for BBC Scotland, the Royal British Legion's Remembrance Sunday event in Trafalgar Square, the Salvation Army's Brass Band performances in Europe, various music events at The Royal Albert Hall and many other live-to-screen and live-to-air events across the UK.

For more information about Zest4.TV, visit www.zest4.tv

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 tonne vehicle weight segment, the Eurocargo from 6 – 19 tonnes, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tonnes. 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.

To download supporting imagery: <http://gk.news/IVECO>

For further information about IVECO: www.IVECO.com

For further information about the IVECO dealer network: <http://www.IVECO-dealership.co.uk>

For further information about CNH Industrial: www.cnhindustrial.com



<http://www.facebook.com/IVECOUK>



<http://twitter.com/IVECOuk>



<http://www.youtube.com/IVECO>



<https://www.flickr.com/IVECO>

For more information contact:

Lisa Fuller, Brand Marketing and Communications Manager

IVECO Ltd

Tel. +44 (0)7740 448110

lisa.fuller@IVECO.com

www.IVECO.co.uk