

## New Eurocargo: The truck the city likes

*Even more stylish, eco-sustainable, safer, more comfortable, more efficient and more manoeuvrable. Cities love the new Eurocargo: the truck which respects people and the environment in which it works.*

*Together with the heavy duty Stralis and light duty Daily, the new Eurocargo completes the evolution of the Iveco range. Produced at the Silver World Class Manufacturing (WCM) facility in Brescia, Italy, the new Eurocargo is set to venture out to cities around the world, as the ideal business partner.*

Brescia, 16 September 2015

The celebration of Iveco's 40<sup>th</sup> anniversary this year sees the launch of the new Eurocargo, the truck the city likes. Eurocargo is the ideal partner in urban missions: respectful of people and the environment, featuring all new functionality and design. It is a vehicle that offers lower fuel consumption whilst confirming its super and steady handling and versatility.

Just two years after the launch of the Euro VI version, Iveco has made further improvements to a vehicle which has already been chosen by half a million customers in Europe, Africa, Middle East, Australia and Latin America.

Eurocargo is the technology and market leader in Europe, and the new model offers important innovations in terms of engines, safety, comfort, cost reduction and environmental sustainability, thus completing the evolution of the Iveco range, and following closely on the success of Stralis and Daily, which won International Truck of the Year 2013, and International Van of the Year 2015, respectively.

**Pierre Lahutte, Iveco Brand President**, said: *"Our new Eurocargo is the truck that the city likes. A vehicle that has something to be appreciated by everyone: cities like it because it is sustainable, owners like it because it is efficient and has a low total cost of ownership (TCO), drivers like it because it's a true "office on wheels"- comfortable and multi-functional, easy to handle and ergonomic to work in".*

The new Eurocargo is the only Euro VI medium range vehicle in its category to adopt a single anti-emission system, the **HI-SCR system** with passive diesel particulate filter (DPF). The HI-SCR is the only emission control system which does not change the combustion process – because it works through fresh air intake rather than exhaust gas recirculation.

Medium range vehicles are mainly used for missions such as urban distribution and municipal services: this is why Iveco has set performance improvement and fuel consumption reduction as a top priority. With a range of eight engines, the new Eurocargo adopts two Iveco Tector 5, 4-cylinder, 160 and 190 hp engines, optimised to suit the typical operating conditions of urban missions.

Moreover, thanks to the development of a new turbocharger, as the compression ratio and torque output increase at speeds below 1,200 rpm, Eurocargo is able to respond more dynamically when accelerating and upon start up, which results in **fuel savings of up to 8%**.

Lastly, thanks to the **EcoSwitch** system, which lengthens sixth speed engagement times and limits down-shifting into fourth, and the **EcoRoll** function (offered on 12-speed transmissions) which takes advantage of vehicle inertia in downhill situations, Eurocargo reduces fuel consumption when on extra-urban routes and long runs.

**Safety is also at the heart of Eurocargo's renewal:** in addition to the steering wheel airbag and steering wheel controls, the new Eurocargo is available with all the key driving assistance systems, such as the Lane Departure Warning System (LDWS), Advanced Emergency Braking System (AEBS) and Adaptive Cruise Control (ACC). To improve safety and visibility when driving, LED Daytime Running Lights (DRL) have also been adopted as standard. Xenon headlights can be specified as an option.

Eurocargo not only incorporates many new features, it is also built around an entirely new design – which reflects the style pioneered by Daily – with new air deflectors and the new front grille that traces a smile beneath the large brand name in the centre.

The advertising campaign that will accompany the new Eurocargo, along with the slogan "**The truck the city likes**", places the vehicle as a central figure in urban settings. The vehicle can be driven with ease in the city, a city that everybody wants call home, a city that merges and becomes a perfectly integrated part of the everyday lives of the public.

*"The new Eurocargo - said Pierre **Lahutte** - is the ideal partner in the city: it is respectful of people and the environment; it offers a substantial update in design, safety and functionality; it consumes less fuel and consequently reduces CO<sub>2</sub> emissions. Finally it maintains the same manoeuvrability with improved engine torque and driver comfort. As declared in our new pay-off "Iveco: your partner for sustainable transport", that positions us as one of the most eco-friendly truck maker in Europe as well as throughout the world, with the new Eurocargo Iveco confirms his engagement for sustainable transport".*

## 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 – 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](http://www.iveco.com)*

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

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