



IVECO

New Iveco Stralis – International Truck of the Year 2013 – makes its CV Show debut

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(Watford, 9 April 2013): Iveco is marking its return to the CV Show with a line-up of International Truck of the Year 2013-winning Stralis tractor units, including examples of the Hi-Way and Hi-Road models. Together, the vehicles take top billing as the most eagerly awaited Iveco trucks to be launched for a decade.

Joining the Euro VI Stralis Hi-Way on display (*see release ref: 2382/13*) will be a pair of Enhanced Environmentally friendly Vehicle-rated (EEV) Stralis', including a 6x2 Stralis Hi-Way (AS440S50TX/P) powered by a 500 hp engine, and a 6x2 Stralis Hi-Road (AT440S46TX/P) powered by a 460 hp engine.

These three vehicles – plus a further two Stralis Hi-Way models being

Press Release



With the new Stralis range, Iveco has reinforced its strategy to reduce total cost of ownership (TCO) for both hauliers and own-account operators. Across the range the new Stralis delivers reduced fuel consumption, lower maintenance costs, enhanced reliability and quality, improved cab ergonomics and increased driver comfort as well as optimised fleet management capability.

The full range also features highly-innovative new engine technology – including patented HI-eSCR engines developed by FPT Industrial for Euro VI – to meet the latest emission standards while delivering the best possible fuel efficiency. These Euro VI engines are available from launch in the UK by special order, but are not expected to be taken up until the Euro VI deadline, given lack of sufficient financial incentive from government for fleets to upgrade sooner (*see release ref: 2382/13 for full engine range information*).

Externally, the different cabs in the range have been restyled to focus on improving vehicle aerodynamics and therefore fuel efficiency even further. Amongst the most notable styling changes are a new central grille, redesigned air deflectors and a new bumper.

The latest range now incorporates advanced telematics systems, improved customer service tools and is available with an array of road safety systems. These include EBS with the brake assistant function, lane departure warning system, ESP, adaptive cruise control, daytime running lights and an all-new driver attention support function. There will also be an advanced emergency braking system available from Euro VI.

Iveco's unique 'Driving Style Evaluation' system won particular praise from the International Truck of the Year jury members, together with Iveconnect, an exclusive on-board tool which incorporates all infotainment, navigation, driving support and fleet management services.

The new vehicle generation has undergone extensive quality and reliability testing by Iveco's research and development teams, with more than 6



million kilometres of durability testing and in excess of 11 million kilometres of real-world driving exposure.

The full range is manufactured at the impressive Iveco heavy vehicle production facility in Madrid, Spain.

Low Total Cost of Ownership

When designing the Stralis, the needs of owner-drivers and fleet operators were amongst the most important factors for Iveco in directing its product engineering teams. With this in mind, Iveco has developed the new range with the aim of reducing the TCO to an all-new level within the marketplace.

Iveco is confident that by combining the quality of the product with a range of integrated services, including programmed on-board driver assistance, fleet management and driver training, customers should be able to obtain a TCO reduction of up to 4 per cent on an international mission carried out with a Stralis Hi-Way tractor unit over an average distance of 130,000 km a year for four years.

The new range builds on the EcoStralis' proven fuel-saving technologies, which have already helped to deliver excellent fuel efficiency for some of the most respected haulage fleets in the UK. In combination with this technology (first introduced with the launch of EcoStralis in January 2011), these contributions allow for a fuel saving of up to 10 per cent.

Solutions carried over from the ultra-frugal EcoStralis include:

- EcoSwitch – a device that uses the vehicle weight information from the ECAS / EBS systems to limit engine torque according to the truck's gross vehicle weight – ensuring overall performance is maintained in line with that of a fully laden vehicle. This allows fuel consumption to be minimised during acceleration without affecting overall speed capability
- EcoFleet mode – which automatically adjusts to the loading of the vehicle to help fine-tune fuel economy



- TPMS (Tyre Pressure Monitoring System) – which measures the air pressure inside the tyres to alert the driver of under- or over-inflation, contributing to reducing fuel consumption and tyre wear, as well as to vehicle safety
- Fitment of low-rolling resistance tyres
- Optimised drive axle ratio, depending on vehicle application and specified tyre size

In addition to this array of features, Iveco has introduced the 'Driving Style Evaluation' tool which allows the driver to improve his/her driving behaviour in real time. Designed to help a driver follow the most efficient driving style possible, it can generate fuel savings of between 5 per cent and 12 per cent, superior to any single technology solution.

The system works by processing data acquired by the engine, vehicle, and through an advanced algorithm developed by Iveco, to provide two types of feedback in real time. These include:

- An assessment of driving style, displayed on the screen with a clear and intuitive graphic display
- Suggestions for steps which can be taken by the driver to reduce fuel consumption, displayed within the vehicle cluster

Additionally, if connected to the Iveconnect Fleet system, this program allows the fleet manager to remotely assess the performance of each individual driver and vehicle.

Design & Aerodynamics

The new Stralis features a striking cab – designed with the primary aim of reducing drag coefficient (Cx). Overall the new cab styling is characterised by a distinctive front grille and redesigned air deflectors, new bumper profile, a new exterior sun visor with LED lights, new light assemblies which feature LED daytime running lights and Xenon headlights.



Aerodynamics is one of the most critical factors in determining energy efficiency: at 85 km/h, 40 per cent of the fuel consumed is used to overcome air resistance. Compared with the previous Stralis, Iveco has improved the Cx of its latest model by three per cent, making the cab quieter for the driver, whilst delivering a significant fuel advantage on long haul missions for the operator.

Hi-Comfort & Ergonomics: the new cabs

The Stralis cab range offers two widths: the premium Hi-Way cab (width 2,500mm), designed to ensure maximum comfort on long haul missions for either single or two-man crews. This top-of-the-range cab is available in high- and low-roof sleeper cab versions. Alternatively a medium cab (width 2,300mm) is available as a sleeper cab Hi-Road model with a choice of medium-high and low-roof, or as a day-cab Hi-Street model with a low-roof.

All cabs have benefited from the same major series of upgrades and been redesigned around the driver: delivering exceptional ergonomics, comfort, safety and infotainment. This helps to support the creation of an optimal working environment where the focus is on maximising productivity.

The range-topping Hi-Way high-roof cab offers an impressive interior space of more than 10m³. The cab interior has been completely redesigned: the new dashboard, which is ergonomic, functional and stylish has been designed with high quality non-reflective materials that are pleasant to touch.

The controls have been repositioned around the dashboard and the central area, to make them easily visible and accessible, ensuring maximum safety at all times. The storage compartments have been expanded to deliver even greater capacity, with specific compartments suitable for tablet computers, maps or tools.

To further improve comfort, the vehicle features a new ventilated and heated seat with built-in height-adjustable seatbelt.

The sleeping area features the new "High Comfort" lower bunk, which is 80cm wide and more than 2m long – the largest in any mainstream Iveco tractor unit to-date, with wooden slats and equipped with a super-comfy



mattress and reclining backrest. Alternatively, operators wanting additional in-cab flexibility can specify a multi-section bed that folds in the centre to become a table.

In the high roof version, the upper bunk opens easily thanks to the tilting mechanism with air springs. This ensures it can be quickly and easily closed, folding into the rear wall to maximise available cab space. Sound insulation has been further enhanced in this latest generation Stralis, to guarantee an even more relaxing environment for the driver.

Iveco has also incorporated an additional air conditioning system into the roof, which is quiet and energy efficient, and ensures the correct cab temperature is maintained even when the engine is turned off.

The sleeper cab is equipped with two spacious illuminated storage compartments, accessible from outside and inside. Two other external storage compartments are available for storing tools and work clothes. The fridge has been upgraded to incorporate a handy bottle rack and, for longer missions, a maxi-fridge can be installed with a capacity of more than 50 litres.

The dashboard of the Hi-Road and Hi-Street cabs has also been redesigned for better functionality and ergonomics. The new dashboard is symmetrical and distinguished by its modern design, colour consistency, and the use of embossed high quality materials: all to make the interior environment pleasant and relaxing.

In the centre of the dashboard is a comfortable and spacious open storage compartment, two closed drawers for small items and two handy cup holders.

On-board technology & telematics

Iveconnect is the exclusive system that allows drivers to manage infotainment, navigation, driving support tools and advanced fleet management services in a simple and integrated way.

It takes the form of a 7" touch-screen built into the dashboard and comes complete with radio, CD player, USB jack with iPod / iPhone and MP3



functionality, Bluetooth connection and with controls on the steering wheel and an AUX/video jack. The system provides access to two sets of dedicated functions for the driver and the fleet manager: Iveconnect Drive and Iveconnect Fleet.

Iveconnect Drive incorporates a satellite navigation system, the 'Driving Style Evaluation' tool, which acts as an on board driving instructor, and the Driver Attention Support safety device, to protect the driver from fatigue and drowsiness.

The same touch-screen interface is also the terminal for the advanced fleet management services Iveconnect Fleet. This is a new system that monitors the vehicle's position with advanced features and allows for data integration with the company's own fleet management system.

The innovative in-cab device is also capable of relaying messages between the traffic office or company HQ and the driver, as well as recording driving times and driver break periods. The interaction between driver, vehicle and traffic office allows a company to gain a quick overview of any vehicles fitted with this system, thus verifying, in real time, driving hours, fuel consumption, GPS position and anticipated travel times. It also allows for the automatic management of legal obligations relating to unloading, management and storage of data from the tachograph and drivers cards.

The Iveco Fleet Management services are available for all vehicles in the Stralis range and are run in co-operation with Qualcomm®, a global leader in the sector.

Maximum safety

With the launch of this new heavy truck range, Iveco has delivered an even more efficient braking system for the driver. The EBS now has the Brake Assist function incorporated, for even more rapid stopping power.

Additionally, a series of advanced safety systems are essential for protecting the driver, the vehicle and the load. The following systems are available:



Electronic Braking System (EBS): The EBS also integrates ABS (Antilock Braking System), ASR (Acceleration Slip Regulation) and EBL (Electronic Brake Limiter) functions. It combines the action of the engine brake and the intarder, which are automatically activated in order to increase efficiency and minimise wear on the service brakes. The system helps to deliver shorter overall braking distances and maintains even wear of the brake pads.

Electronic Stability Program (ESP): The ESP system acts in the event of the vehicle skidding, by adjusting the engine power and braking on individual wheels with different intensities so as to stabilise the position of the vehicle. It is effective both in case of sudden deviations from the planned course and in correcting situations of oversteer or understeer, should a driver approach a particular bend at the wrong speed.

Hill Holder: The Hill Holder function is used during hill starts. Its function is to prevent the vehicle rolling back for a few seconds when releasing the brake pedal on an incline. This makes it possible to pull away from a standstill on hills safely and with very low tyre wear.

Adaptive Cruise Control (ACC): Adaptive Cruise Control is an intelligent system that maintains constant cruise speed at the level selected by the driver. It can also detect if the vehicle gets too close to the vehicle in front. In the event that a safe distance is not maintained, the engine brake, intarder and service brake are activated automatically.

Advanced Emergency Braking System (AEBS): This system is only available on vehicles with a Euro VI engine, and warns the driver of the possibility of a collision and automatically actuates the braking systems in order to avoid it or to reduce the impact speed.

Lane Departure Warning System (LDWS): The Lane Departure Warning System beeps when the vehicle strays from the lines that mark the driving lane without the indicators being activated. The system can be highly effective in preventing accidents in the event of the driver becoming tired or being distracted.



Driver Attention Support: The system constantly monitors the driver's level of attention. It processes the movements of the steering and, if it detects a state of drowsiness, alerts the driver with an audible and visual signal.

Xenon headlights: Xenon headlights enhance the drivers' visibility and ensure relaxed and safe driving.

Daytime Running Lights: These LED lights are always on, ensuring maximum visibility, even during the day. They are available with both Xenon and traditional headlights.

Reliability, quality and low maintenance costs

In order to maintain the quality of every new Stralis, the cab is treated with a thick cataphoretic coating. Chassis components are protected by top-of-the-line surface treatments, and as an option, the underside of the chassis can be sprayed with an anti-abrasive wax coating for added protection. All of these changes mean increased reliability and reduced maintenance costs.

The automated 12 speed EuroTronic transmission, manufactured for Iveco by ZF, offers significant benefits in terms of cost of ownership since it always chooses the ideal gear based on economic driving principles, protects the transmission against over revving, and reduces clutch wear, noise and fuel consumption.

An optional Allison automatic transmission ensures optimum efficiency for multi-drop applications, such as urban waste collection, recycling or urban distribution.

The different types of axles offered by Iveco enable the Stralis to be perfectly adapted to suit any mission. The front axles have maximum permissible loads of up to 9 tonnes, and the standard rear axles are single reduction type, with maximum permissible loads of up to 13 tonnes. There are also differential lock and double reduction rear axles available (central and on hubs), with the choice of drive axle ratios from 2.64 to 5.29 ensuring the most efficient use of the vehicle for every need and location.



The range is complemented by the availability of vehicles with three or four fixed or lifting axles, optional self-steering axles, and single or twin wheels.

The Stralis can also be equipped with different suspension systems: parabolic, rear pneumatic or full pneumatic. The parabolic suspensions are lightweight and provide excellent driving comfort under all load conditions. The air suspension features ECAS (Electronically-Controlled Air Suspension) which automates position control to maintain the height of the frame while driving and to adjust it while loading, unloading and coupling the trailer.

Iveco

Iveco, a Fiat Industrial company, designs, manufactures, and markets a broad range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as fire fighting, off-road missions, defence and civil protection.

Iveco employs almost 25,000 people and runs in 11 Countries in the world using excellent technologies. Besides Europe, the company operates in China, Russia, Australia and Latin America. Around 5,000 sales and service outlets in over 160 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

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