



Iveco targets retail market with top spec Platinum Daily

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Iveco is launching a special edition light commercial vehicle named Platinum Daily, designed to appeal to owner-drivers eager to combine added style and comfort with one of the best all-round vehicle and aftersales packages on the market.

Every Platinum Daily comes with Iveco's highest tier options pack as standard, featuring air conditioning with climate control, electric windows, spring-suspended driver's seat, cornering front fog lights, cruise-control, heated electric mirrors, remote control central locking, additional storage compartments, 140 amp alternator and a heavy-duty battery.

Available exclusively in platinum silver or white and featuring Platinum Daily badging, each model comes with a built-in Clarion NX502E entertainment centre. This high-performance system is operated via a wireless remote control and incorporates a 6.2" high-resolution display with satellite navigation, Bluetooth connectivity and a reversing camera with rear sensors.

Designed for hassle-free ownership, every Platinum Daily comes with a five-year Iveco Elements servicing contract with a mileage allowance of 40,000 km per annum, transferable between owners. This includes all servicing and routine checks, greasing, oil changes and fluids, plus the supply of Iveco Origin genuine replacement parts. Owners will also benefit from the Daily's standard three-year unlimited mileage warranty.

The Platinum Daily will be offered in a choice of two wheelbase configurations – 3,300mm or 3,950mm – to deliver a load space of 12m³ or 15.6m³ respectively. It will feature the most popular 2.3 litre FPT Euro 5 diesel engine in the Daily line-up, capable of producing up to 126hp and selected for its blend of fuel efficiency and on-road performance.

Martin Flach, Product Director at Iveco, says: "With Platinum Daily, we've taken a winning package in the fleet sector and fine-tuned it to offer additional luxuries for the retail customer.

"We've achieved this whilst retaining the core attributes which have made Daily a firm fleet favourite, including having the best turning circle on the market for a medium or long-wheelbase van. Like every Daily van, each special edition model comes with driver airbag, all-round disc brakes, large rear doors offering 270 degree opening and a rear step as standard – features which make owning a Daily safer and more efficient."

All Iveco Daily customers benefit from a robust and versatile light commercial vehicle built with 'Truck DNA' – as opposed to being built on a car-derived chassis. Van customers also enjoy access to the same aftersales support enjoyed by Iveco truck fleets, including a nationwide dealer network collectively offering a 95% first-time MOT pass rate and a roadside rapid response time averaging just 48 minutes, 24/7. Many dealers in the network also offer 24-hour opening, enabling servicing to be carried out at night and on weekends.

Prices start from £19,995.

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, city and intercity buses and coaches as well as special vehicles for applications such as firefighting, off-road missions, defence and civil protection. Iveco employs over 26,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.

For more on Iveco visit: www.iveco.com

For more on CNH Industrial visit: www.cnhindustrial.com

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