

480hp Iveco helps H. R. Jasper & Son bring the meat to market

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Cornwall-based H. R. Jasper & Son has grown its fleet with the addition of a high-power Euro VI Stralis Hi-Road (AT260S48Y/PS) rigid, offering 480hp from its Iveco Cursor 11 engine. This additional vehicle will help the company as it steps up deliveries to London as it expands its business.

The family run firm, which has operated since 1903, specialises in providing top quality lamb for the wholesale and restaurant trade. It runs a fleet of six vehicles, all of which are Iveco.

Steve Rogers, Transport Manager for H. R. Jasper & Son, explains why the company is growing its fleet: "We have seen increasing demand for our lamb from London and we needed a vehicle which has the power to cope with the hills we get around Cornwall, but which can also tackle inner-urban deliveries. We get great performance from our Stralis tractors, so we asked Iveco for a solution to our problem – and they proposed this high-powered Stralis rigid, with a rear-steering axle."

The vehicle was supplied by Pannell Commercials, an Iveco authorised repairer operating in Cornwall for Hendy Truck & Van. It is mounted with a Gray & Adams reefer body, along with a Carrier Transicold Supra™ 1150 temperature control unit.

Rogers continues: "Our fleet will make seven trips a week to London. Iveco has provided us with the perfect spec truck for this journey - it allows us to use routes that would be impossible for articulated vehicles."

H. R. Jasper & Son source lamb from farms across the West Country to ensure it supplies only the highest quality meat for restaurants and wholesalers UK-wide.

Rogers concludes: "We have enjoyed a close relationship with Pannell Commercials since they first started; they have been invaluable to us as we have grown our business. The service support we get is first class; we can't imagine working with anyone else."

The company's latest Stralis is powered by a Euro VI Iveco Cursor 11 engine which can produce up to 480 hp between 1,500 and 1,900 rev/min and 2,250 Nm of torque between 950 and 1,500 rev/min. It uses a high efficiency selective catalytic reduction system known as 'HI-SCR' to achieve Euro VI limits using a simplified after-treatment system but without the use of EGR (exhaust gas



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recirculation). This highly efficient technology provides numerous benefits including weight reduction, optimised fuel consumption and lower exhaust temperatures.

The Stralis Hi-Road will be covering up to 150,000 miles a year and the company expects to keep the vehicle in service for eight years.

All repair and maintenance will be undertaken by Pannell Commercials, which is based just three miles from the H. R. Jasper & Son operation in Launceston.

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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 – 16 tonnes, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tonnes. In addition, with the brand Iveco Astra, builds mining and construction vehicles, rigid and articulated dump trucks and speciality 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.

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