

## **New special edition Stralis offers drivers a taste of the Hi-Life** *CV Show, Stand 4G10, Hall 4, NEC, Birmingham, 14 – 16 April 2015*

Watford, April 14, 2015

Iveco is launching a special-edition model within its Stralis heavy truck range, designed to cater to owner-drivers seeking the ultimate in in-cab luxury, as well as to fleets looking to reward loyal drivers with a top-specification tractor unit.

Named the Stralis Hi-Life, it builds on the Hi-Way's already impressive on-board specification, adding five factory-fitted options packs plus an array of genuine Iveco accessories to create what Iveco say is the safest and most luxurious Stralis heavy truck on the road in the UK.

Announcing its launch, Bob Lowden, Managing Director of Iveco UK, says: "Every feature we've added is designed to make on-board life that little bit more special for the driver. We think it's the perfect blend of style, comfort, convenience, safety and efficiency."

Iveco is featuring the first Stralis Hi-Life tractor unit to arrive in the UK on its stand, built with Iveco's most powerful 560hp Cursor 13 engine and in 6x2 twin-steer configuration (AS440S56TX/P).

Headline features include an on-board microwave, purpose designed to fit inside the central locker compartment above the windscreen. It also features a TV and DVD-system mounted close to the twin Hi-Comfort bunks, along with surround-sound speakers to deliver the optimum viewing experience during rest breaks. There is also a bespoke Iveco coffee maker – ideal for serving up the finest Italian blends – plus twin light bars on the exterior, mounted on the cab roof and front bumper.

The specification also includes a comprehensive 'Safety Pack', which features Iveco's unique Driving Style Evaluation system to help drivers to improve their driving style in real time, in conjunction with a Driver Attention Support (DAS) module, which constantly monitors the driver's level of awareness. This processes the movements of the steering wheel, and if it detects a state of drowsiness, alerts the driver with an audible and visual signal. Also included is Adaptive Cruise Control (ACC), which can detect if the Stralis gets too close to the vehicle in front, and automatically operates the engine brake, retarder and service brake to ensure a safe distance is maintained. A digital axle load indicator also helps the driver ensure his vehicle operates within legal limits at all times.



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Iveco's 'Comfort Living Pack' adds automatic climate control, plus night-time air-conditioning – ideal to help drivers keep cool on hot summer nights, without needing to run the engine. Plus an on-board super-size fridge offers more than 50 litres of capacity, making it ideal for longer missions.

A 'Comfort Driving Pack' further boosts the specification, with high-comfort leather air-suspended driver's seat offering built-in heating and ventilation, plus a soft-touch leather steering wheel and heated windscreen. The heated passenger seat is also trimmed in leather, air-suspended and features a lumbar support for maximum comfort.

The Stralis 'Style Pack' ensures a distinctive look, with Xenon headlights, air horns, plus the latest Alcoa Dura Bright alloy wheels, whilst Iveco's 'TCO Pack' adds key features designed to boost fuel efficiency and profitability. This comprises an EcoSwitch device that uses the vehicle weight information 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. Plus the EuroTronic automated transmission benefits from Iveco's EcoFleet mode, which automatically adjusts to the loading of the vehicle to help fine-tune fuel economy.

Additional accessories includes a reversing alarm with mute button, long-range fuel tanks, aluminium air reservoirs and adjustable roof and side spoilers, to help the Stralis cruise efficiently with any combination of trailer.

Customers can upgrade to Hi-Life specification on almost any Stralis Hi-Way model within the Iveco heavy truck range, which spans the 19 to 44 tonne sector.

The Stralis Hi-Life is joined on the stand by a Stralis Hi-Road AT440S42T/P 4x2 tractor unit – Iveco's narrower 2,300mm width cab for distribution and fleet operations.

Completing the trio of Iveco trucks on the stand is a Eurocargo 75E16. This model is one of the many sold each year through Iveco's DriveAway Options programme, which allows customers to buy competitively priced pre-bodied vehicles from their local Iveco dealer and have them on the road almost immediately. The Eurocargo DriveAway Options range includes tippers from Brit-Tipp and box and curtainside models from JC Payne.

## 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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