



## High volumes, share gains and six awards. 2015: a record year for Iveco Daily

*The New Daily, launched in 2014 and winner of the “International Van of the Year 2015” award, had an exceptional year in 2015, winning multiple awards around the world and meeting with a resounding success in the markets.*

Turin, 11 February 2016

In its first full year on the market, the “International Van of the Year 2015” New Daily achieved a remarkable success with a 20% increase in wholesales, compared to the previous year. The increasing growth in retail sales shows just how well appreciated this vehicle is by the buying public, as it reflects the greater popularity among owner-operators.

In Europe the New Daily outperformed the market, increasing its market share by 0.6 percent compared to 2014 – a growth achieved in great part because key accounts and retailers chose this vehicle. In Latin America, in spite of the difficult market conditions, the Daily gained an even bigger share of the market with an increase of 1.5 percent.

Commenting on the result, **Pierre Lahutte, Iveco Brand President** said: *“We are proud of the success the Daily is having around the world – especially the van models. It is reaping well deserved awards, and making inroads into the markets where it has been launched. This shows that industry experts and transport professionals alike appreciate how this vehicle has raised the bar on Total Cost of Ownership, Comfort, Drivability, Productivity and Sustainability”.*

### **New Daily reaps awards**

The New Daily has reaped awards from the moment it was launched to the public, impressing industry experts around the world. Its first title was the prestigious European “International Van of the Year 2015” at the 2014 IAA Commercial Vehicles Show in Hannover, Germany. It also received recognition from several industry segments: the German Courier, Express and Parcel Delivery industry with the “Best KEP Transporter 2015” and “Innovation Award for KEP Transporter 2015” for the Daily Hi-Matic; the European Caravanning industry with the “European Innovation Award 2016” for the Daily Hi-Matic. Most recently, it has received the “2016 Best Commercial Vehicle” title in Chile and with the “Best Commercial Vehicle up to 3.5 tonnes” award in Germany.

## **Daily: the professional partner to the transport industry evolves with its customers**

The Daily was born to be the best professional partner to transport businesses. Over the years it has evolved continuously, anticipating the needs of its customers and providing the best solution when needed, always remaining true to its vocation for transport and premium features. With more than 2.7 million Daily vehicles sold to date in more than 110 countries across the world, it is a truly global vehicle.

## **New Daily Hi-Matic: the secret for absolute driving pleasure**

The New Daily Hi-Matic featuring Iveco's class exclusive 8-speed automatic transmission, which sets new standards of versatility, cost-efficiency and driving comfort, is storming the market. In the first year on the European markets, the Daily Hi-Matic has racked more than 10,000 unit sales, concentrated mainly in Germany, the UK, the Nordic markets and Benelux, following a trend of constant growth that shows no sign of slowing down.

The new generation Hi-Matic with ergonomic multifunctional shift lever is designed to provide absolute driving pleasure and puts the driver in the condition to drive more safely, as they can be fully focused on the traffic and driving conditions. The New Daily Hi-Matic has attracted enthusiastic response from the markets.

**Pierre Lahutte** adds: *"We are receiving enthusiastic feedback from customers. We have developed a product able to attract also new customers, especially those who are looking for a vehicle with premium quality and features"*.

This is a vehicle capable of winning over new customers, and in particular those looking for premium quality and features. It is experiencing not only a great retail success, but is also quickly convincing the passenger transport industry with the Daily Minibus versions.

The Daily Camper is the well-established best seller in the premium segment, and the New Daily Hi-Matic with the automatic transmission, has further strengthened its market share, gaining one percentage point. The caravanning industry's appreciation of the New Daily is confirmed by the European Innovation Award bestowed by a jury panel representing leading motorhomes magazines from across Europe.

## **Iveco further extends widest range in the market with New Daily Electric and 4x4 models**

In 2015 Iveco presented the exclusive New Daily Electric, a 100 percent electric, zero-emissions vehicle, that guarantees maximum sustainability, offers superior levels of reliability and is perfectly suited for urban missions, such as door-to-door distribution and passenger transport.

Iveco also launched the New Daily 4x4 for off-road applications, which remains true to the Daily's core values of strength and flexibility and stands out for its one-of-a-kind features. The vehicle is available in two gross weight variants of 3.5t and 5.5t in chassis cab and crew cab version as well as a stripped chassis cowl, for specific setups with campers, minibuses or other tailored designs.

With these new additions, Iveco further expanded what was already the widest range in the Light Commercial Vehicle market and the only one that extends all the way up to 7.2 tonnes.

## **The New Daily sets off to impress markets around the world**

The commercial strategy for the New Daily has seen its European launch in 2014, followed during 2015 with the introduction in other parts of the world: Africa, the Middle East, Asia Pacific, beginning with Australia – where it has been extremely well received – Russia and China, and Latin America with its initial launch in Chile, where it has already won the “2016 Best Commercial Vehicle in Chile” award.

## **Increasing production volumes**

The Daily is manufactured at the Iveco plants in Suzzara, Italy and Valladolid, Spain where the production lines were renewed to support the new range's launch. Further investments are planned in Suzzara, where Iveco plans to focus the European production of the New Daily. The two plants have been working year-round and have started 2016 with a bigger order book than last year, confirming the continued growth in sales of the Daily.

## **New Daily is the vehicle of choice for fleets across Europe**

The Daily is greatly appreciated by the major operators in the Rental, Parcel and Delivery, and e-commerce, many of whom are our customers and remain loyal to the brand.

Since its launch, the New Daily has quickly become the vehicle of choice for big fleets in several European countries. The New Daily – especially the Hi-Matic models – is ideal for daily parcel delivery services, which is why it's already popular with postal services.

The Swedish postal service, **PostNord Sverige AB** signed a contract for the purchase of 60 New Daily Hi-Matic 3.5 tonnes, 130 hp, with cargo volume of 16 m<sup>3</sup>. The vehicles will be used for parcel distribution to customers across Sweden and will be customised with completely collapsible shelves supplied by Sortimo mounted in the cargo area.

The Austrian postal service, **Österreichische Post AG**, has recently taken delivery of 150 New Daily panel vans, of which 142 will be used to deliver parcels and the other eight for letters. The two variants of the Daily panel van have a loading area volume of 10.8 and 16 cubic metres respectively. The majority of vehicles feature rear-wheel drive, while four are 4x4 all-wheel drive. The loading area and the wheel arches have been clad on the inside in accordance with Österreichische Post's exact specifications.

The New Daily is also the vehicle of choice of **BT Fleet**, the specialist fleet management arm of UK's BT Group, one of the UK's leading communications companies, which has taken delivery of 145 New Daily 7.0 tonne vans. The International Van of the Year 2015 was selected by BT Fleet for its class-leading payload capacity, enabling BT to downsize from larger trucks to a smaller, lighter vehicle offering capital cost savings and increased flexibility. Each of the New Daily 70C17 vans meet the latest Euro VI emissions legislation and have been fitted with Bri-Stor modular racking and Gardner Denver hydraulic and pneumatic on-board power systems, which operate from a power take-off (PTO) installed by Iveco on the manufacturing line. The hydraulic and pneumatic equipment enables each vehicle to operate as a self-sufficient mobile workshop to support the installation and maintenance of telecommunications infrastructure networks nationwide.

UK organic food delivery pioneer **Abel & Cole** too has chosen the New Daily. The company has taken delivery of 42 New Daily 35S13 chassis cabs, including 17 vehicles featuring Iveco's class-exclusive Hi-Matic eight-speed fully automatic gearbox. They joined Abel & Cole's 100 per cent Iveco fleet which now counts 169 light commercial vehicles. The bespoke refrigerated Paneltex bodywork was transferred from the company's older vehicles to the versatile New Daily chassis, helping the delivery company meet its goal of cutting the environmental impact of its operations. The Daily Hi-Matic has already proven especially popular among the company's drivers for its driveability. The Logistics manager is also very impressed by the increased fleet efficiency it provides.

## **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)*

### **For further information, please contact:**

#### **Iveco Press Office – EMEA Region**

[pressoffice@iveco.com](mailto:pressoffice@iveco.com)

[www.ivecopress.com](http://www.ivecopress.com)

Tel. +39 011 00 72965