



## Iveco plans largest ever line-up of vehicles at CV Show

*Iveco is preparing more than 20 vehicles for this year's CV Show, to celebrate its multi-award winning range which includes the International Truck of the Year 2016-winning New Eurocargo.*

Basildon, February 23, 2016

Iveco will exhibit more vehicles than ever before at the CV Show 2016, cementing its position as the only major truck manufacturer supporting this year's industry showcase.

The company will champion its award winning line-up with a high profile external display at the entrance to the show, comprising the New Eurocargo, 'International Truck of the Year 2016'; Daily, 'International Van of the Year 2015' and Stralis Hi-Way, 'International Truck of the Year 2013'. The trio will be joined by a rally-spec Iveco Trakker from Petronas Team De Rooy Iveco – the winning team in the gruelling Dakar 2016.

Nigel Emms, Director of Brand & Communication, says: "Most manufacturers would bite your arm off to win International Van of the Year or International Truck of the Year. To have three such awards in our current product line-up is unprecedented and clear recognition of Iveco's focus on technology for sustainability and reduced total cost of ownership."

Inside the show, Iveco will occupy a significant 780m<sup>2</sup> stand at the front of Hall 5, featuring a 7.5 tonne New Eurocargo and at least seven different models of Daily.

The Daily line-up is being selected to highlight the breadth of the 3.5 to 7.2 tonne gross vehicle weight range, to include panel vans, chassis cabs, a 4x4 model and a minibus powered by the latest Iveco diesel engine technology. Iveco promises a major international premiere at the show, and will also showcase the latest generation Daily Electric for the first time in the UK.

Iveco is also doubling the size of its Daily ride and drive fleet, with visitors able to get behind the wheel of five Daily vehicles over a 20-minute route departing from outside Hall 5. The test fleet will include three Daily vans featuring Iveco's class-exclusive Hi-Matic eight-speed fully automatic gearbox, plus a Daily Natural Power (CNG) and a Daily minibus.

Iveco's presence at the show will be completed with a second outdoor display focused on the manufacturer's commitment to an SCR-only approach for Euro VI heavy-duty diesel engines. Under the banner 'Regeneration? No Thanks', Iveco will display an 18 tonne New Eurocargo, Stralis Hi-Way tractor unit and a Trakker 8x4 rigid, each benefiting from Iveco's patented HI-SCR engine technology to meet emissions limits without the need for exhaust gas recirculation. HI-SCR increases productivity as it requires neither driver involvement nor downtime from active regeneration, meaning no fuel is utilised to burn particulates and no energy is lost to cool down exhaust gases.

## 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 – 19 tonnes, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tonnes. 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.*

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For further information about the Iveco dealer network: <http://www.iveco-dealership.co.uk>

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2648/16

ref: IVECO 16007