

Iveco Opens Korean Branch and Launches its full Euro VI range

Iveco, a world leader in road transportation, enters the highly demanding and promising truck market in Korea establishing a direct presence through the new branch and introducing a full range of Euro VI vehicles and services that provide complete solutions for the commercial vehicles industry. At today's press conference, the Stralis Hi-Way heavy commercial vehicle, Trakker on/off-road truck and Eurocargo medium truck were officially presented to the Korean market at Iveco's new premises in Gwangju.

Gwangju, 5th June, 2015

Iveco, a CNH Industrial brand, enters the Korean market with a full range of commercial vehicles for this country and establishes a direct presence through its brand-new branch CNH Industrial Korea LLC.

The official launch of the branch and product ranges was made through a dealer meeting and a press conference open to customers. Both events were held today at Iveco's new premises in Gwangju, in the southwest of Korea. Mr. Koray K. Kursunoglu, Business Director of Iveco South East Asia, and Mr. JS Choi, Head of Iveco Korea, introduced Iveco's vision and entry strategy. Representatives of the local authorities also attended the ceremony.

Iveco Korea will serve its customers from its new branch, a space with an extension of more than 18,000 square meters that includes a fully-owned and well appointed internal workshop, a parts warehouse, offices, a meeting room and training facilities. Iveco's local team will be supported by its network of 13 after-sales dealers and 3 sales agents, of whom two were appointed in the last two years.

Iveco Korea is entering the market with the full European line-up, compliant with the most advanced Euro VI emissions standards, and offering the best of Iveco's technology: the **Trakker** on/off-road truck, the **Eurocargo** medium truck and the **Stralis Hi-Way**, Truck of the Year 2013.

Mr Koray K. Kursunoglu commented: "By establishing a direct presence in the market we are in a position to meet the growing demand resulting from the sharp increase of running park we expect in the region. We are confident that the demanding fleet and transport operators in Korea will welcome the reliability and cost-efficiency of Iveco's Euro VI vehicles. We are entering the market with 8 new models, and the Iveco team is ready to react promptly to changes and shifts in the market's demand: we can leverage on one of the biggest line-ups available in the industry to meet our customers' requirements."



Iveco range for the Korean market

The Iveco offering for the Korean market consists of 8 different models. Five Trakkers, both single and hub reduction, with engines coming from 410 Hp up to 500 Hp; two different Stralis solutions for on-road transportation – both in 500 and 560 Hp – and one Eurocargo with 280 hp.

The Iveco Trakker is a high performance and robust truck designed to operate in the extreme on and off-road conditions often found in the construction and mining industries. The vehicle is presented in two variants: a 6x4 dumper model, with a GCW of 30 tonnes, and four 8x4 dumper models with a GCW of 40 tonnes. Both are powered by the Iveco cursor 13, available with 410 hp (6x4 variant), 450 hp (8x4 variant with single and hub reduction) and 500 hp (8x4 variant with single and hub reduction).

The Iveco Stralis Hi-Way heavy commercial vehicle is an excellent solution for the haulage industry due to its low fuel consumption, high reliability, superior safety features, best-in-class cabin ergonomics and comfort. The on-road vehicle, with GCW of 44 tonnes, is presented with two models in the 6x2 tractor version. With rear pneumatic suspension, twin wheels and third rear lift axle, both vehicles are equipped with the Iveco cursor 13 engine, low-roof and high-roof cab at 500 and 560 hp respectively.

The Iveco Eurocargo medium truck offers unprecedented reliability, flexibility and versatility. It is available in on-road version and presented in 4x2 truck variant, with mechanical suspension, a GVW of 12 tonnes. Eurocargo features a Tector 6 engine, available with 280 hp.

Euro VI range

Iveco's Euro VI range achieves the stringent emissions standards requirements with High Efficiency SCR (HI-eSCR) technology, which takes advantage of the patented SCR (Selective Catalytic Reduction) technology to deliver efficiencies without precedent. This breakthrough SCR-only after-treatment system cuts NOx emissions by more than 95 per cent. It uses clean air to optimise combustion efficiency and cut Particulate Matter (PM) levels without the use of EGR, therefore minimising fuel consumption and maximising performance.

In addition, since the engine only breathes clean filtered air rather than recirculated exhaust gases, engine wear is very low and oil change intervals are longer, with service intervals of up to 150,000 km. This also results in increased reliability, lower operating costs and reduced down time for scheduled maintenance.



Iveco was the first manufacturer to announce its Euro VI engine technology strategy back in April 2010.

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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 ton vehicle weight segment, the Eurocargo from 6 – 16 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, with the brand Iveco Astra, builds mining and construction vehicles, rigid and articulated dump trucks and specialty 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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