

IVECO Daily Blue Power continues to reap awards across Europe and wins Van of the Year 2018 title in Denmark

Daily Blue Power was crowned Van of the Year 2018 for its environmental performance, excellent work environment and quiet operation by a jury of expert journalists members of the Danish Automotive Journalists Association (MKD).

Daily Blue Power is IVECO's new sustainable range for unlimited delivery in urban areas and the latest introduction in the acclaimed Daily family, which celebrates its 40th Anniversary this year

Launched in September 2017, the Daily Blue Power already holds the titles of "International Van of the Year 2018", "Sustainable Truck of the Year 2018" in the van category, and "Light Industrial Vehicle of the Year 2018" in Spain.



PRESS RELEASE

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The IVECO Daily Blue Power range was crowned **Denmark's Van of the Year 2018** by a jury panel of professional journalists from MKD (Motorjournalisternes Klub Danmark), the country's Automotive Journalists Association, during the Vestfyn Trækker Fair, which was held on 25-27 May in Ejby, in Southern Denmark.

The members of the jury drove the 15 vehicles competing for the title in the months coming up to the Fair and, from mid-May, tested the vans extensively on test tracks and public roads, with and without load. On the basis of their experience with the vehicles, they selected a shortlist of 5 finalists, which underwent further tests. The jurors' deliberations concluded with a clear victory for the IVECO Daily Blue Power, which won with 52 points, 15 points ahead of the runner-up, for its environmental performance, excellent work environment and quiet operation.

Pierre Lahutte, IVECO Brand President, said: *"In the year of its 40th Anniversary, the Daily family continues to reap awards. This title is yet another recognition of the Daily Blue Power's unique offer on the market that gives our customers the competitive advantage they need to develop their business in an industry where sustainability is becoming a priority. In its electric, natural gas and most advanced diesel versions, it is the first and only vehicle to offer three choices that anticipate regulations increasingly impacting access to urban*

centres. The sustainability awards the Daily Blue Power is collecting recognise IVECO's tremendous efforts in the battle for clean air in our cities and CO₂ emissions abatement."

Launched internationally in October 2017, the Daily Blue Power range is unique in the market for offering customers freedom of choice between three different technologies to match the specific requirements of their mission and business:

- Daily Hi-Matic Natural Power is the first Compressed Natural Gas vehicle with an 8-speed automatic gearbox in the LCV industry
- Daily Euro 6 RDE 2020 Ready is the first LCV ready for 2020 Real Driving Emissions regulations
- Daily Electric is the 100% zero-emissions vehicle

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 3.3 – 7.2 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

For further information about CNH Industrial: www.cnhindustrial.com

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