

IVECO launches Daily Limited Edition at IAA 2018 show to celebrate the vehicle's 40th Anniversary and Van of the Year Award 2018

The Daily Limited Edition, which consists of 500 Daily with a specially designed personalisation, celebrates the vehicle's long history of success, pushing the boundaries of innovation while integrating the evolving requirements of customers to become today's champion of sustainability.

Hanover, 19 September 2018



IVECO is presenting at the IAA Commercial Vehicles 2018 a Limited Edition of the New Daily to celebrate its 40th Anniversary and the title of Van of the Year 2018 – the latest in the Daily's impressive collection of international awards.

The Daily Limited Edition consists of 500 Daily customised with a personalisation especially designed to commemorate these important milestones. It features an exclusive dashboard design based on drawings of the three Daily generations that have made history, together with personalized badges and stickers that reprise the theme. These vehicles will be available for sale at IVECO dealerships across Europe.

Pierre Lahutte, IVECO Brand President, commented: *“Ever since it was launched back in 1978, the Daily has always been a product family that looks to the future. It has always known how to foresee the way our customers' needs would evolve and is today spearheading the industry's tradition to sustainable transport. That is why we have chosen to celebrate this important milestone in its history with a Limited Edition based on the Daily Blue Power, the sustainable family that anticipates the future with the most advanced diesel and alternative traction technologies.”*

When it was launched in 1978, the Daily revolutionised light commercial transport with its truck-derived chassis with rear traction and independent front suspension, which give it its unique versatility, reliability and efficiency. Ever since then, the Daily has constantly evolved over the years to meet the changing needs of customers, always remaining true to its DNA. It has led the way with its efficient and environmentally friendly technologies, as these demands have become increasingly critical to the transport sector. To this date, it is ahead of the industry in sustainability with the unique concept of the Daily Blue Power: a vehicle family that frees transport operators from the constraints of the strictest environmental regulations and was awarded the title of “International Van of the Year 2018”.

Throughout its long history, it has met with commercial success and collected numerous awards across the world. The more than 3 million Daily vehicles, manufactured on 3 continents, which are on the roads in 110 countries are testament to this family's popularity and exceptional capacity for adapting to meet the specific needs of our customers across the world

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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