

## IVECO presents latest vehicles and new dedicated portal at its Turkey body builder convention

*IVECO held its biannual Turkish body builder convention in Istanbul, where it presented its latest innovations and the new products that have further extended its full offering to body builders from across the country.*

Istanbul, 6 November 2018

IVECO Turkey meets with body builders every two years to update them on the latest novelties in its range, and this year was no exception. The convention, which took place in Istanbul on 6th November, brought together 98 body builders from across Turkey. Sixty percent of the participants specialise in the light and medium segments, and manufacture body types ranging from box bodies to more complex super structures such as road sweeping and waste disposal units. The other body builders at the event specialise in the heavy segment, with applications such as mixers, tippers, trailers.

Roberto Camatta, Business Leader for IVECO Turkey stated: "This biannual meeting with our business partners has become a popular tradition, a regular appointment to share the new opportunities that come with the latest features and new models in the IVECO offering. The high attendance every year is testament to how valuable and productive these meetings are for body builders, and we particularly appreciate our partners' commitment and cooperation this year, in spite of difficult market conditions."

During the morning's plenary meeting, IVECO presented the latest innovations in its complete offering, the new body builder portal. The presentations covered the new vehicle introductions which were launched simultaneously in the Turkish and European markets and highlighted how IVECO's full offering is the result of its focus on the core values of the Brand: Sustainability, Total Cost of Ownership, Technology and Business Partnership with its customers. The session concluded with a review of the complete range displayed in the vehicle lot.

In the afternoon, IVECO held an interactive workshop dedicated to the Daily, where body builders learned about the latest features and the updated line-up of the successful light commercial vehicle family.

The Daily Hi-Matic attracted particularly positive comments from participating body builders such as Aydın Karoser, who said: "I drove the Daily Hi-Matic: it delivers on the promise of smooth driveability and performance from the customer reviews I saw online." Overall, the LCV body builders appreciated the smooth driving experience of the Daily Hi-Matic and said they would definitely recommend this vehicle to their customers.

The full IVECO offering was showcased at the convention venue, with a display of 13 vehicles that included Daily, Eurocargo, Stralis NP460 in LNG version, Stralis X-Way, Astra HD9 and Trakker models.



PRESS RELEASE

## **DAILY: STANDS OUT FOR FUEL ECONOMY, DRIVING COMFORT AND ROBUST FRAME**

IVECO displayed the Daily models featuring a wide range of axle and load capacities. Also on show was the **Daily Hi-Matic**, featuring IVECO's **class exclusive 8-speed automatic transmission**, which stands out for its robust frame structure (it is the only light commercial vehicle specified with a truck-type ladder frame chassis), superior fuel economy and absolute driving pleasure.

Also on display was the **Daily Blue Power, Euro 6 RDE Ready**, which features the most advanced diesel technology on the market and is the **first LCV ready for 2020 Real Driving Emissions regulations**. This model belongs to the Daily Blue Power family, which was crowned of "**International Van of the Year 2018**", "**Sustainable Truck of the Year 2018**" in the van category.

## **EUROCARGO, THE ONLY EURO 6 VEHICLE WITH A SINGLE SCR EMISSION SYSTEM**

Eurocargo versions with different gross vehicle weights and chassis lengths were displayed during the event. The 22-tonne version with 3 axles and steerable 3rd axle wheels was also on the display.

Eurocargo, 'The truck the city likes', is **the only Euro VI medium range vehicle to meet emissions standards with a single anti-emission system**, the HI-SCR system with passive Diesel Particulate Filter.

## **STRALIS: THE TCO<sub>2</sub> CHAMPION**

The Stralis, which was introduced last year with a completely new driveline and, with the best reliability and efficiency, delivers **leading edge TCO and CO<sub>2</sub> reduction**. The New Stralis has been designed to offer the best solution for regional and short-range missions, including transport of hazardous goods, where it maintains the unique advantage given by the exclusive HI-SCR after-treatment system.

## **STRALIS NP 460: THE FIRST TRUE NATURAL GAS POWERED LONG-HAUL HEAVY TRUCK**

The new Stralis NP 460, crowned "**Sustainable Truck of the Year 2019**", features IVECO's most advanced fuel-efficiency technologies and ultimate comfort of the Hi-Way cab designed for long-haul missions

IVECO has already delivered two new Stralis NP 460 in Turkey. The model, which was also on display, features the **new IVECO Cursor 13 NP single-fuel engine** developed to deliver the power required for the most demanding missions. The double LNG tank version ensures a **record range autonomy of up to 1,600 km**.

## **NEW STRALIS X-WAY: THE BEST PAYLOAD IN THE INDUSTRY COMBINED WITH OUTSTANDING TCO**

The Stralis X-WAY, **the new construction logistics range** which was launched in Turkey 5 months ago, combines the legendary off-road chassis strength of the Trakker with the best on-road fuel efficiency features of the Stralis. It is designed for the most weight-sensitive missions, from concrete

mixer to haulage, with the lowest kerb weight in the industry in order to deliver **the biggest payload in its segment**. At the event, an 8x4 rigid and a 4x2 tractor versions were on display.

## **TRAKKER: IDEAL FOR OFF ROAD**

The Trakker, IVECO's quarry and construction site vehicle, was displayed in its 410 hp 8x4 version. In Turkey, Trakker trucks are particularly popular mostly for use with concrete mixer, concrete pump and mine dumper bodies, while also serving as off-road tow trucks, cranes or boring trucks. All Trakkers are equipped with Euro 6 engine feature an SCR-only system, Expansion Module, Cruise Control, and PTO (depending on the mission) as standard equipment.

## **ASTRA HD9: EXTREME COMFORT FOR EXTREME JOBS**

In the IVECO off-road product range, the new generation 8x4 Astra HD9 — ideal especially for mining sites — made its debut with the tagline “**Extreme comfort for extreme jobs**”. The Astra is a successful combination of modernity and 50 years' experience in the heavy vehicle segment. Its new cab features a remarkable design offering unequalled comfort for drivers. The Astra HD9 delivers 410, 450, 500, and 560 hp thanks to the same high-efficiency Euro 6, SCR-only system featured in the Eurocargo and Stralis.

## **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](http://www.iveco.com)*

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