

## IVECO's Daily Hi-Matic helps Social Vend reach new heights

*Vehicle's strong performance and tall loading space proves critical as Brentford-based firm places first company order*

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Social Vend spent just an hour trying out IVECO's 3.5-tonne Daily Hi-Matic panel van before deciding it was the perfect vehicle to transport its interactive vending machines and kiosks – many of which can be up to 2m in height.



The firm uses interactive technology and social media platforms to design and build the machines for customers, including Barclaycard, Hugo Boss and Pepsi, to gather data and market research or promote brand engagement and awareness.

Based in Brentford, most of its deliveries take place in central London meaning Social Vend needed a small, manoeuvrable vehicle with a load space tall enough to accommodate their biggest machines.

After looking at a number of 3.5-tonne panel vans, the company was drawn to IVECO's Daily Hi-Matic with a 13.4m<sup>3</sup> load space, offering a maximum internal load height of 2.1m and built on a 3.52m wheelbase.

A demonstrator was supplied by IVECO Retail in Heathrow, with Chief Executive Officer Andrew Theodore needing just 30 minutes behind the wheel, and a quick loading test before placing the order.

He says: "IVECO was the only manufacturer that offered us the full package – a vehicle small enough to tackle tight, inner city streets but with the height to fit our tallest machines safely inside.

"While the majority of our deliveries are in London, we also have to make long trips throughout the UK and across Europe so drive quality was important. The Hi-Matic gearbox is excellent and will ensure those long journeys are as comfortable as possible."

The class-exclusive, eight-speed Hi-Matic automated transmission is designed to provide absolute driving pleasure. It changes gear more quickly and precisely than even the best driver, needing less

than 200 milliseconds for a gear shift when greater acceleration is needed. The proven durability and reliability also reduces repair and maintenance costs by 10 per cent, versus a standard manual transmission.

The Daily Hi-Matic (35S14A8) is powered by a 2.3-litre Euro 6 diesel engine delivering 136 hp and 350Nm of torque and equipped with a 600kg Dhollandia tail-lift, helping to improve driver safety during the loading and unloading process.

All maintenance work will be undertaken by IVECO Retail as part of a comprehensive five-year IVECO Elements repair and maintenance package, which has been structured to maximise vehicle performance and uptime.

For more information about Social Vend, visit [www.socialvend.com](http://www.socialvend.com)

## 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.*

To download supporting imagery: <http://gk.news/IVECO>

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

For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)



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