

PRESS RELEASE 24-2004**THE NEW DAILY IS TESTED BY THE TRADE PRESS**

Juans les Pins, October 25, 2004



During the week from October 11 to 17, the Daily Model Year 2005 was presented to the international trade press in Juan les Pins, in France.

More than 120 journalists from 22 countries were present, in addition to the Van of the Year jury.

The road test began with a demonstration of the ESP stability control system, and immediately afterwards the journalists set off for their test drive with the fleet of 15 Dailys.

The vehicles were all new Dailys powered by the 2.3 litre HPI and 3.0 litre HPT engines (140 and 170 Hp respectively), with the new automated gearbox (the Agile model), in chassis-cab and van versions.

The drive envisaged a series of tests on mixed routes. From Juan les Pins to Cannes, then through the streets of the town to test handling even in intense traffic. From Cannes they headed inland on the motorway, trying out the convenience of the new gearbox, and concluded the trial at an altitude of over 800 metres on tortuous, difficult roads that really tested the mettle of the new 140 and 170 Hp engines. With a test route of over 140 km and by alternating between models and engines, the journalists were able to really try out the new Daily family. They covered more than 15,000 km, with excellent comments on the part of the trade journalists who appreciated the quality and acceleration of the new engines, as well as the comfort and handling of the new gearbox.

At the Press Conference the Iveco Senior Vice President Light Commercial Vehicles, Lodovico Castelnovi, reminded the audience that "two years after the launch of the Daily 2.3 HPI in Segovia, the Daily has been revamped again. Iveco intends to confirm the Daily's leadership in terms of technology, image and market share on the European market, where one out of every five 3.5 t commercial vehicles is a Daily.

In two years we have sold over 70,000 Daily 2.3 HPI's in Europe, in both 100 Hp and 120 Hp versions. But the Daily is marketed in all five continents and our goal is to sell more than 115,000 of them in 2005. Of these, in addition to our European sales, we expect to sell 7,000 in central and South America, 18,000 in China and 1,100 in Australia. Which is why we can jokingly, but also proudly, say that the sun never sets on the Daily," Mr. Castelnovi concluded.

Alessandro Cicchetti, LCV Marketing Manager, remarked that "in Western Europe, we expect 720,000 registrations in the 2.8 to 6.5 t bracket in 2004, and we must also underline that in recent years, market demand is for more powerful engines, which is why the Daily is now launching the new 140 and 170 Hp models."

Where market share is concerned, Cicchetti pointed out that in the first 6 months of the current year the Daily performed very well, and quoted the 3.5 tonne segment by way of

example: 20% in France, 31.6% in Italy, 19.7% in Spain, 26.1% in Croatia and 25.6% in Romania. In the next segment up, 3.5 to 6 tonnes, the Daily recorded even more significant positions: 11.8% in Germany, 20.2% in the UK, 54.2% in Italy and, in Eastern Europe, 42.7% on Croatia, 47% in Hungary and 36.8% in Romania.

“In addition to underlining the quality of the product,” concluded Cicchetti, “these results point to a strong network and close links to the local economy.”

The four traditional elements, water, air, earth and fire, were chosen to represent the novelties on the Daily 2005, each symbolising different characteristics.

WATER: a challenge, safety;
AIR: lightness and comfort;
EARTH: sturdiness and reliability;
FIRE: power.

The 5th element is the relationship between man and the environment, a value that we find in all Iveco's behaviour and products.

The novelties on the Daily Model Year 2005 can therefore be summed up as follows.

Safety, with the introduction of ESP. Improved driving comfort thanks to the new mechanical gearbox with automated action. Sturdiness and versatility with less maintenance.

Outstanding performance with the 3 litre HPI and HPT engines and a new 6-speed mechanical gearbox with overdrive. The Model Year 2005 was designed for fast missions and high loads, and for twinned wheels, urban missions and passenger transport.

But there have also been stylistic changes: a new grille that reflects the Iveco family feeling, the headlights, the direction indicators and the new colour of the rubbing strips.

Where technology is concerned, we should also underline that the ESP system adopted is of the latest generation. The system includes ASR traction control, which is combined with the ASB, and the engine management system to modulate power, through which it acts on the brakes.

The system acts in the following way: if the vehicle loses grip, it corrects the trajectory, activating the brakes equally on the single wheels and reduces the fuel input, even if the driver accelerates.

ESP will be available from February 2005 on vans up to 3.5 t together with the latest generation ASB 8 and the Hill Holder function to simplify hill starts.

The new Daily Agile model is equipped with a 6-speed automated gearbox which can be used in automatic or sequential mode.

It was developed jointly with ZF and it is adaptive, i.e. it is able to recognise the driver's driving style. A gearbox with superb performance, weighing 40% less, and consuming 2-3% less fuel.

Other advantages: less wear and tear on the vehicle because engine revs have been optimised to protect the transmission from incorrect use.

From the start of 2005 it will be available on the 100 and 120 Hp versions with the 2.3 HPI engine, and will be introduced on the new 3 litre engine at a later date.

But the new Daily also guarantees a longer life and reduced downtimes. For example, the first programmed maintenance check has been moved from 30,000 to 40,000 km, and the timing belt does not have to be changed until after 350,000 km.

The main specifications of the new 3.0 HPI and HPT engines are:

3.0 HPI, 136 Hp, 340 Nm of torque

3.0 HPT with variable geometry turbo, 166 Hp and 380 Nm of peak torque.

Both are top of their class compared to the competition. Even the power delivery of the 3 litre model is greater than that of the competition and the power is available sooner and over a wider spread, from 3000 rpm to 3500 rpm. Peak torque is well distributed, and is available from 1250 to 3070 rpm. The advantages for our customers are very clear and perceptible: 3 decibels less noise in the cab and greater elasticity at all speeds, with 10% fewer gear changes. And where performance is concerned, we have 13% more power, and 195 Nm more torque. In terms of profitability we have lower fuel consumption (as much as 10%), longer maintenance intervals and reduced oil consumption.

In the many encounters with the press, we talked a great deal about the environment, and the new Daily underlined Iveco's efforts in this direction. A commitment that goes back in time and will continue into the future. The Daily has been an innovator in this field since 1998 with the CNG engines. Engines with emissions that are below the Euro 5 standards that will be enforced in 2008.

The Euro 4 versions of the 3.0 HPI will be available in the first six months of 2005.

We conclude here, but we must not forget that at the end of its life, the Daily is 92% recyclable, seven percentage points more than the EU requirement.

About Iveco

Iveco is a Global Company with a full range of vehicles and engines, committed to the world of transport and to customer satisfaction through leading-edge technology, reliable performance and quality excellence of its products and customer global services. The strategy of Iveco is to generate profitable growth by focusing on customers and markets, strengthening the technological content and competitiveness of our products. Transport Safety, Environmental Care and Productivity on the Road are core issues in our strategy, as well as Technological Innovation and Lean Enterprise. Iveco manufactures and sells more than 140,000 commercial vehicles and 420,000 engines all over the world with total revenues of about € 9 bn. It has 49 plants in 19 countries worldwide, 15 R&D centers, 31,000 employees and 600 dealers.