



## Iveco Daily picks up Best Large Van Award 2008

(Watford, 9 December 2008): Iveco's Daily range of light commercial vehicles has been voted Best Large Van 2008 by What Van? magazine, the largest dedicated van publication in the UK, read by owners, operators and transport fleet managers.

This major accolade follows just six months after Daily was crowned Best Light Truck 2008 in the Van Fleet World Honours, with the Daily scooping the prestigious award for the second year running.

Commenting on Iveco's success, Neil McIntee, Editor of What Van?, says: "Daily customers are faced with an almost-bewildering amount of choice. They can pick from vans, chassis cabs and chassis crew cabs, gross vehicle weights from 3.2 to 6.5 tonnes and payload capacities from 1,060 kg to 3,640 kg. There is even a choice of different load space areas extending from 7.3m<sup>3</sup> to 17.2m<sup>3</sup>.

"Two years ago Daily underwent a whole host of revisions including all-new external styling and a reworked interior. Less visible changes were made too, including the introduction of bigger brakes, a beefed-up van cargo box and a fresh, fully independent front suspension. Daily's cab interior particularly is a huge improvement and we're especially impressed by the changes made to the dashboard. But we're even more impressed by the quality and competence of the dealer network.

"Iveco's position as a full range commercial vehicle manufacturer sees its dealers sell a complete line-up of trucks, which means they automatically provide light commercial customers with the high standard of aftersales back-up demanded by hauliers. This is a standard that remains an elusive concept so far as so many van dealers whose mainstream activity is car sales are concerned," he added.

The What Van? Awards are held annually and see each contender scored against a strict judging criteria which follows the main purchasing decisions for van operators. In winning the Best Large Van Award 2008, Daily has been carefully assessed and rewarded for its excellent drivability, comfort, performance, handling, refinement, safety, load space, economy, overall value for money and nationwide dealer support.

Commenting on the Daily's continued success, Andrea Bucci, Marketing Director at Iveco, said: "Winning this prestigious award marks another major triumph for Daily, underlining its position as one of the best selling light commercials across Western Europe."



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"It is particularly valued, considering the rigorous judging process, which is carried out by the most experienced light commercial vehicle road testers in the industry," he concluded.

The Award was presented to Nigel Emms, Iveco's Director Brand & Communication, during a presentation ceremony held in London on December 9, 2008.

Prices for a Daily start from £20,000, with vehicles available to test drive at any of Iveco's 24 main distributors and 42 satellites across the UK - many offering 24 hour opening for vehicle servicing.

Further information is available from [www.iveco.co.uk](http://www.iveco.co.uk)

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#### Iveco

*Iveco designs, manufactures, and markets a broad range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as fire fighting, off-road missions, defence and civil protection.*

*Iveco employs over 28,000 people and runs 27 production units in 16 Countries in the world using excellent technologies developed in 5 research centres. Besides Europe, the company operates in China, Russia, Australia, Argentina, Brazil, and South Africa. More than 6,000 service facilities in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.*

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Press Release