

## PRESS RELEASE

### Iveco heavy range lands at the United Arab Emirates

Stralis is the first new generation heavy on-road Iveco vehicle to be driven along the UAE roads. The dealer "Al Ghandi" has delivered a Stralis AT190S43P to Modern Bakery in Dubai.

"It is a remarkable supply for the 'on-road' range – stated Pietro Benvenuti, Iveco UAE Area Manager -. The current Iveco Trakker, used in building sites, is very well known and appreciated here. It is an excellent opportunity to have clients appreciate the performance of our heavy on-road vehicles, too. I believe that this contract is the result of the efforts aimed at rendering our product well known and that we are paving the way to the demand for Iveco on-road vehicles".

Modern Bakery was established in Dubai in 1975 in the sector of bread production and distribution, and at that time it employed 80 people. Today, with its 1,200 employees, it is a leading company in the Arab peninsula. Its hard-working, widespread distribution network supplies more than 1,000 different products which are distributed to almost 100% of the restaurants, fast foods and the main large-scale retail trade stores of the Country. Round-the-clock supplies are guaranteed seven days a week throughout the year.

The Stralis delivered in July will join the Modern Bakery distribution fleet which at the moment has 50 Iveco vehicles out of 200.

#### *Iveco in Africa and Middle East*

Iveco operates in 71 countries in Africa and the Middle East, with 68 dealers and importers, and more than 100 service points and 130 Sales Points. Iveco is present with representative offices and affiliated in Egypt, Morocco, Algeria, Tunisia, Libya, the U.A.E., Ethiopia, Congo and South Africa.

It is an important commercial area for Iveco, worth of over 2,000 light vehicles (3.5-6 ton Gross Vehicle Weight), approximately 1,300 medium duty vehicles (6-15.99 ton GVW) and more than 5,000 heavy vehicles ( $\geq$ 16 ton GVW).

#### *Iveco range for extra-EU Countries*

As a "full range" manufacturer, Iveco produces vehicles from 3 ton GVW up to the maximum permitted on the various markets.

#### *Light range*

The Daily HPI range is available with two power levels: 96 Hp (70 kW) and 116 Hp (85 kW), while the HPT version delivers 136 Hp (100 kW) with a peak torque of 320 Nm thanks to the 2.3 HPT engine designed for several applications: in L and S class vans with single rear wheels, or stripped chassis with twinned wheels for camper outfits. On these vehicles, this engine improves performance without penalising the kerb weight, that is extremely important for the missions it has to accomplish. The 3.0 engine, presented in autumn 2004, is designed for intensive

use and heavy loads. There are several versions: 3.0 HPI delivering 136 Hp, 3.0 HPI Euro 4 delivering 136 Hp and 3.0 HPT delivering 166 Hp.

Since 2004, all the 2.3 litre HPI engines are fitted with the Agile automatic transmission, which is now available both with the 3.0 HPI and HPT engines and with the new 2.3 HPT. The Daily S17 HPT van is a new model, equipped with a 166 Hp 3.0 HPT engine, for rapid courier services, an industry in which the average commercial speed is key.

#### Medium range

The Eurocargo is made up of 16 basic models between 6 and 19 ton GVW with seven engine versions based upon the 4- and 6-cylinder Tector employing 5, 6 and 9-speed gearboxes, and an Allison MD 3060P automatic transmission.

Positioned between the light and the heavy on-road segment, the Eurocargo range basically addresses the delivery and short haul transport sectors. Its broadness of range, which translates into an extremely diversified choice of volumes and payloads, is one of its strengths. The other winner are easy outfitting, low running costs, product quality and driving comfort.

The Eurocargo range, leader in the medium duty transport market in Europe (from 6.5 to 19 tons), has also been revamped in the Africa and Middle East area in 2005. The top-range ML150E21H/24H is fitted with double reduction rear axle and reinforced chassis. It is available with short or long cab, and 6- or 9-speed gearbox. The other 4x2 models, with simple reduction rear axle are: 90E18, 120E18 and 120E21, all with the same choice of cabs and gearboxes. The range is completed by the 4x4 models 100E21, and 140E18W / 24W, with short cab and 6-speed gearbox.

#### Heavy duty range

The Stralis range cabs include 3 variants. The Active Space (AS) cab offers high comfort and safety standards, both on the road and during rest periods, thanks to the its floor, raised roof and the various modular outfitting possibilities appropriate to the vehicle's mission.

The AT and AD variants have a narrower, multipurpose cab, available in a shorter AD version (Active Day) or a longer AT version (Active Time), with standard or raised roof.

As far as the engines are concerned, the range adopts Cursor 8 (270, 310, 350 Hp), Cursor 10 (400, 430 Hp), and Cursor 13 (480 and 540 Hp). Thanks to the VGT turbines, torque delivery is generous and constant, a guarantee of excellent handling.

Finally, in 2004 the new off-road range of Trakker vehicles replaced the EuroTrakker range. The main changes regard the adoption of the AT/AD cabs and new cab suspension which offer the same degree of comfort for construction and quarry work as is typical of Iveco's on-road line up of vehicles. However, the cabs and suspension systems have been modified to make them suitable for quarry and construction site applications.

A special Trakker range, with simpler outfits, has been developed to better respond to extra-EU customers' needs. The mechanical components (front and rear axles, mechanical gearbox) are derived from the well-established Eurotrakker range, with

a 380 or 420 Hp Cursor 13 engine with turbo and intercooler and a waste-gate valve. For easy maintenance and repair, the traditional electrical systems and dashboards have been retained in the new range.

This specific range will enable Iveco to consolidate and expand its competitive position, repeating the success of the Eurotrakker range with the 8210 engine in African and Middle Eastern markets, in parts of Russia beyond the Urals, and in Turkey.

## **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, civil defence and protection.*

*Iveco employs 32,000 people and runs 43 production units in 18 Countries in the world using excellent technologies developed in 15 research centres. Besides Europe, the company operates in China, Russia, Turkey, Australia, Argentina, Brazil, and South Africa. More than 4,500 service outlets in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.*

Turin, 16 October 2006