

IVECO LAUNCHES THE NEW STRALIS HI-WAY

Setting new standards in efficiency, quality and customer value

- **Reduced cost of ownership**
- **Lower fuel consumption**
- **Euro VI engines with unique HI-eSCR technology**
- **Enhanced cabin ergonomics, comfort and design**
- **Advanced road safety features**
- **New tools for operational management**

Iveco launches, today, the STRALIS Hi-Way, the next generation of the company's heavy-duty vehicle range. The new STRALIS offers a highly competitive proposition to the heavy-duty transport sector of today and tomorrow.

The vehicle stands out in efficiency, quality and customer value and delivers in terms of Iveco's commitment to sustainable mobility with ultra-clean tailpipe emissions.

With the new STRALIS Hi-Way, Iveco reinforces the company's strategy to reduce total cost of ownership (TCO) for the customer. The STRALIS Hi-Way delivers reduced fuel consumption, lower maintenance costs, enhanced reliability and quality, improved cabin ergonomics and driver comfort as well as optimised operational management.

Alessandro Mortali, Senior Vice President Heavy Range Iveco, said: "The new STRALIS maximises savings in all key cost areas. As a result, the total cost of ownership for the ten most common vehicle missions decreases by up to 4%".

Enzo Gioachin, Senior Vice President Sales and Marketing Iveco, said: "The current economic situation is among the most critical our industry ever faced. With the launch of the New STRALIS, we are countering the negative trend. Our package offers the right combination of innovation, enhanced services, and direct cost advantages to our customers".

The STRALIS Hi-Way features highly-innovative new engine technology - including the patented HI-eSCR developed by FPT Industrial for Euro VI - to meet the latest emission standards while leaving fuel efficiency gains uncompromised.

The STRALIS Hi-Way comes, in addition, with a thoroughly redesigned cabin, advanced and integrated telematics systems, improved customer service tools, as well as state of the art road safety applications.

The new vehicle generation has undergone extensive quality and reliability audits with over 6 million kilometres of durability testing and over 11 million kilometres of real-world driving exposure.

The new STRALIS is manufactured at the Iveco heavy vehicle production facility in Madrid, Spain. This plant was recently awarded a silver medal in the prestigious World Class Manufacturing (WCM) programme, one of the highest scores possible. The programme focuses on eliminating waste and loss, and involves an international, objective auditing of 20 items covering workplace organisation, quality, maintenance and logistics.

New STRALIS Hi-Way: the main innovations in brief

The new STRALIS comes with **Cursor FPT Industrial engines**, ensuring low fuel consumption and excellent performance. **The unique High Efficiency SCR (HI-eSCR)** catalytic reduction system, designed, patented and produced by FPT Industrial, makes the new STRALIS the only heavy vehicle on the market to meet Euro VI emission limits without the use of EGR. This exclusive solution has allowed Iveco to simplify the after-treatment system and to use the same "body-in white" of the existing cab, since with HI-eSCR the engine does not require any additional cooling.

HI-eSCR offers Iveco's customers many advantages, such as a weight reduction, lower fuel consumption and increased durability due to a less complex, yet highly efficient, technology.

The carefully redesigned **STRALIS Hi-Way cab** with improved ergonomics and comfort is the product of close cooperation with dealers and customers. The external restyling of the cab has focused on improving vehicle aerodynamics and therefore fuel efficiency, and features a new central grille and redesigned "air deflectors" and a new bumper dam design, among others.

Offering an **all-round transport services solution** for all operations and fleet management needs, the new STRALIS adds to the already broad range an offer with the unique "Driving Style Evaluation" function; IVECONNECT, an exclusive IVECO system that incorporates in a unique device infotainment, navigation, driving support and fleet management services, and the IVECONNECT FLEET function for fleet management.

The STRALIS Hi-Way incorporates the most **advanced electronic systems** available, such as EBS with the Brake Assistant function, Lane Departure Warning System, ESP, Adaptive Cruise Control, Daytime Running Lights, the new Driver Attention Support function and the Advanced Emergency Braking System.

Iveco

Iveco, a Fiat Industrial company, 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 almost 25,000 people and runs in 11 Countries in the world using excellent technologies. Besides Europe, the company operates in China, Russia, Australia and Latin America. Around 5,000 sales and service outlets in over 160 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

Torino, 1st July 2012