

## Iveco Stralis: Efficiency Package offers an additional reduction in total operating costs

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Iveco launches the all new **Stralis Efficiency Package**, a series of innovations aimed at reducing total operating costs for hauliers on three key fronts: fuel consumption, maintenance costs and a broader product offering.

Iveco's strategy for **reducing fuel consumption** targets two crucial factors: **the vehicle and the driver**.

Following the EcoStralis's path, subsequently continued by the Stralis Hi-Way Euro VI, which led to an overall fuel reduction of 10% compared with the 2007 Stralis, as certified by TÜV, Iveco is now generating **an additional reduction of 2%** thanks to the introduction of several substantial enhancements.

These include **Eco-Roll**, which is available with automatic transmissions, **improved thermal management of the engine** and the use of innovative **low-viscosity oil**.

**Eco-Roll** is a feature that allows the vehicle to use inertia to its advantage when travelling on gentle downhill slopes. The system evaluates the road slope and "disengages" the powertrain if necessary, thus putting the vehicle into neutral. At the end of the slope, the system calculates and selects the optimal gear, thus re-establishing normal vehicle operation.

Improved **thermal management of engine oil**, in combination with the introduction of a **new synthetic lubricant**, SAE 0W-20, has made it possible to increase drive efficiency, further improving fuel economy.

All Stralis vehicles with Cursor 11 and 13 engines will feature these enhancements.

Whilst these improvements impact vehicle performance, others concern driver performance: an efficient driving style permits fuel savings that are equal to or higher than any technological solution.

**Driving Style Evaluation (DSE)**, already successfully introduced on Stralis tractors equipped with Cursor 11 and Cursor 13 engines, is now also available on 4x2 and 6x2 cab vehicles, and it will soon be extended to vehicles fitted with Cursor 9 engines.

Iveco developed DSE in order to enable the driver to improve their driving style in real time. It acts as a fully-fledged, cost-efficient, on-board driving instructor. The system processes the data acquired and provides two types of feedback in order to improve driving style: an assessment of actual driving style, displayed on the screen with a clear and intuitive graphic, and suggestions for reducing fuel consumption. This system helps significantly to achieve reductions in fuel consumption by generating **5% savings for expert drivers and up to 12%** for drivers with less road experience.

DSE is being offered in conjunction with **Driver Attention Support (DAS)**, which constantly monitors the driver's level of awareness. It processes the movements of the steering wheel, and if it detects a state of drowsiness, it alerts the driver with an audible and visual signal.

As regards **maintenance costs**, the replacement interval for the particulate filter (DPF) has been extended **from 450,000 to 600,000 kilometres for Cursor 11 and 13 engines**, making **Iveco Best-in-Class**.

In addition to driving style, the vehicle's innovations can generate average total operating cost savings of **€ 4,500 over three years**, based on an average annual mileage of 150,000 km.

Finally, in terms of the **broader product offering**, Iveco has introduced an additional 260-litre rear fuel tank for 4x2 and 6x2 Stralis tractors, which enables eight new configurations, thus bringing vehicle fuel capacity up to a maximum of 1,580 litres. This facilitates the optimisation of fuel stops and refilling at less expensive petrol stations.

The introduction of such enhancements further strengthens the customer care strategy aimed at reducing the Total Cost of Ownership (TCO), which Iveco pursues on a constant basis. Furthermore, it confirms that the Iveco Stralis is a high value-added product equipped with the most advanced technologies: an outstanding solution for transport businesses.

## Iveco

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