

## Iveco at the RAI Exhibition centre in Amsterdam: the brand's entire product range takes the stage

*Iveco is exhibiting in two spaces. Among the stars of the show is the new Eurocargo, the truck the city likes, which makes its debut on the international stage at the Amsterdam RAI Exhibition.*

*Also on show are the Daily featuring the Hi-Matic 8-speed gearbox, the special "40 years" edition of the Stralis that celebrates Iveco's important anniversary, and the Trakker Dakar.*

*Completing the display are two vehicles bearing the special livery dedicated to Iveco's recent partnership with the All Blacks during the rugby tournament in the United Kingdom 2015.*

Turin, 23 October 2015

Iveco boast two exhibition spaces at the **"BedrijfsautoRAI 2015"** trade show, one of the biggest events in Europe dedicated to professionals from the commercial transport and logistics sector, which is held in Amsterdam from **Tuesday the 20<sup>th</sup> to Saturday the 24<sup>th</sup> of October**.

The two stands offer visitors the chance to view the entire Iveco range: the star of the light vehicles category, the Daily, including an 8-speed Hi-Matic automatic transmission version; the Eurocargo, a medium range vehicle recently launched on the international market; and in the heavy range, the Stralis and the Trakker, the latter bearing with the same livery as the vehicle that participated in the latest edition of the Dakar 2015 rally.

The underlying theme of the exhibition and of Iveco's presence at the show is aligned with brand's values – **Technology, reduced Cost of Ownership (TCO), Sustainability and Business partnerships** – expressed by the company's new pay-off that takes pride of place at the centre of the stand: **Iveco. Your partner for Sustainable transport.**

The main stand is divided into three different areas dedicated to the three ranges: light, medium and heavy (on and off road). The central area of the stand focuses on the **New Eurocargo**, a medium range vehicle which was officially presented last September at the Brescia plant (Italy) where it is produced, and which makes its debut on the international stage at the show in Amsterdam. Three Eurocargo models, in the "Blue Sky" launch colour, are displayed on Iveco's stand at the Amsterdam RAI event. The ML100E19P, ML140E25P and ML190E32P offer a comprehensive overview of the weight classes, engines and cabs in the range. With revamped design and functionality, and a style inspired by the trendy looks of the Daily, the Eurocargo – the technology and market leader in Europe – boasts major innovations in terms of engines, safety, comfort, cost reduction and environmental sustainability and it is the ideal partner for urban use, respecting people and the environment.

The new Eurocargo completes the evolution of the Iveco range, following in the footsteps of the Stralis, Truck of the Year 2013, and the Daily, Van of the Year 2015. The new Eurocargo is also the only Euro VI vehicle in its category to adopt a single after-treatment device for exhaust gases, the HI-SCR system with passive diesel particulate filter (DPF). The HI-SCR system is the only emission control solution that does not change the combustion process – because it works with fresh air intake rather than exhaust gas recirculation.

In the light vehicle area on the stand in Amsterdam, are **five different versions** of the Daily, winner of the “**International Van of the Year 2015**” title, showcasing its extraordinary versatility. Among the versions on display are the compact 35S13 H1 VAN, available from 7.3 to 9 m<sup>3</sup>, the 50C21 H3 with a new cargo volume of 19.6 m<sup>3</sup>, and the 35S17 H2 model in the semi-window van version. All versions of the Daily boast an exclusive C-profile frame structure, which has enjoyed wide-reaching approval across international markets because of the versatility and robustness guaranteed by this structure.

Among Iveco's new developments for 2015 is the **new Daily Hi-Matic featuring the exclusive 8-speed automatic transmission** – used by the world's leading car brands – that delivers extremely high standards of flexibility, efficiency and fuel economy, ensuring maximum travel comfort. The new gearbox, with multifunctional ergonomic lever, has been designed to provide ultimate driving pleasure, while allowing the driver to concentrate fully on traffic and driving conditions. The automatic transmission allows for quicker, more precise changes, with less than 200 milliseconds required for a gear shift when greater acceleration is required.

The proof is in the driving and, in an outdoor area, Iveco offers visitors the opportunity to test drive the Daily HI-MATIC.

Another Iveco space at RAI Amsterdam is dedicated to the Daily, where another best-selling model, the handy and compact 35S13 H1, will be on show beside the 35S15, which is available in both truck and van versions, offering maximum versatility with a host of design options.

The area dedicated to the heavy range of vehicles celebrates the milestone reached by Iveco in 2015, the **40th anniversary of the brand**, with a **special edition of the Stralis AS440S56 TXP** model on display bearing a livery dedicated to the anniversary, full option and featuring with the special jubilee accessories package.

Among the other new developments presented is the AT440S33 T/P model of the Stralis Hi-Road, powered by liquefied natural gas (LNG) – Iveco's answer to increasingly stringent restrictions in urban areas in terms of pollutant emissions and noise. The vehicle is a tractor equipped with Euro VI 330 hp engine, with LNG and CNG (compressed natural gas) as standard. It is especially well suited to night distribution operations, due to the extremely low level of noise it produces.

The area dedicated to heavy vehicles features an off-road space, with the **Trakker Dakar**, the mining and construction vehicle from Iveco's off-road range, which can operate on rough, uneven terrain. This truck has become synonymous with power and has long been the trusted partner of Teem Petronas De Rooy Iveco at the Dakar rally.

Completing the display are two vehicles, a Daily and a Stralis, in a special Maori livery dedicated to the **recent partnership with the All Blacks** during the rugby tournament in the United Kingdom 2015. The special black livery – the team's official colour – is based on tattoos worn by members of the New Zealand team, and is crowned by the joint logo featuring a stylised vehicle grille and the All Blacks' team symbol, the silver fern, in the centre.

The company's partnership with the All Blacks is a huge source of pride for Iveco and its employees. Determination, reliability, performance and team spirit are the values that the legendary New Zealand team pursues with their world-famous tenacity, providing Iveco with a source of inspiration when responding to the demands of its customers, meeting their needs at all times.

## Iveco

*Iveco is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). Iveco designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, and vehicles for applications such as off-road missions.*

*The brand's wide range of products include the Daily, a vehicle that covers the 3 – 7 ton vehicle weight segment, the Eurocargo from 6 – 19 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, the Iveco Astra brand builds off-road trucks, rigid and articulated dumpers as well as special vehicles.*

*Iveco employs close to 21,000 individuals globally. It manages production sites in 7 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 4,200 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.*

For further information about Iveco: [www.iveco.com](http://www.iveco.com)

For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)

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