

## Iveco focus on sustainability recognised with award for its "Vision" concept

*Iveco has received the "Europäischer Transportpreis für Nachhaltigkeit 2016" European transport sustainability award in the category of distribution vehicles. The award recognises the brand's "Iveco Vision" concept that builds on the company's history of focusing on sustainable and innovative transport technologies.*

Munche, 30 November 2015

Iveco's focus on sustainable transport was recognised by the "**Europäischer Transportpreis für Nachhaltigkeit 2016**" award organized by the German magazine "**Transport**", bestowed for the brand's "Iveco Vision" concept as the best and most integrated approach for future urban needs. True to its pay-off "**Iveco. Your partner for sustainable transport**", the brand is developing further its transport solutions for individuals and goods with the aim of addressing the urban market for electro mobility that is set to grow fast due to the demands of residents and the ranges that need to be covered. This reflects Iveco's core values of technology aimed at lowering Total Cost of Ownership and develop solutions for sustainable transport, and being true business partners to its customers.

The "Iveco Vision" concept is the next step forward in this effort. It combines sustainability with safety, ergonomics and future drive solutions: a pure electric drive for local zero emissions and very low noise in the urban areas, coupled with a hybrid drive for longer missions outside the city, reducing consumption and CO<sub>2</sub> emissions by up to 25%. The energy split between thermal and electric is controlled by an algorithm via a transfer box developed in-house, which opens up a number of possibilities in terms of traction architecture.

"Iveco Vision" features an adaptive human-machine interface (including a removable tablet that communicates with the on-board electronics system), as well as an innovative automatic loading system with a variable floor and new solutions for securing loads. The aim is to minimize the driver strain during the mission's operations, not least by enabling him to access the loading area upright and without effort.

The concept merges functions with form. For example the "total visibility" approach, large glass see-through front A-pillars ensure safety while providing an unrestricted view. Multiple cameras provide a

complete view of the area around the vehicle. An upper visor above the windscreen enables a full panoramic view.

The “Iveco Vision” draws on the brand’s extensive expertise on sustainable transport solutions developed in its long history. Iveco is a European leader in sustainability and it is a brand of CNH Industrial, named Industry Leader for the fifth consecutive year by the Dow Jones Sustainability Indexes.

Iveco has also been a leader in natural gas vehicles for the bus, transporter and truck sector since 1983. The brand’s range of alternative fuels propulsion for trucks also includes liquefied natural gas (LNG). In the area of city logistics, the Daily Electric has been on the road since 1986, with the latest generation having been launched recently.

## **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 seven countries throughout Europe, Asia, Africa, Oceania and Latin America, where it produces vehicles featuring the latest advanced technologies. 4200 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)

**For further information, please contact:**

**Iveco Press Office – EMEA Region**

[pressoffice@iveco.com](mailto:pressoffice@iveco.com)

[www.ivecopress.com](http://www.ivecopress.com)

Tel. +39 (0) 11 00 72965