

Press Release

IVECO and MOET launch the off-road truck IVECO T-Way in Oman

IVECO and Muscat Overseas Equipment and Trading Company LLC (MOET) presented the new IVECO Heavy Range, launching the IVECO T-Way, the toughest vehicle engineered for the most extreme off-road missions thanks to its perfect combination of robustness, reliability, and comfort.

Muscat, 7th November 2023

After the partnership stipulated on the 14th of December 2022, appointing Muscat Overseas Equipment and Trading Company LLC as official dealer in Oman, IVECO and MOET unveiled, in a dedicated event held on the 7th of November at the **Crowne Plaza Muscat**, the new IVECO Heavy Way range presenting the **IVECO T-Way**, the off-road vehicle designed and engineered for the toughest missions in the most extreme conditions.

During the event, the morning session was dedicated to **truck sector specialised journalists**, highlighting the market opportunities MOET and IVECO intend to seize with the new IVECO T-Way. During the evening, instead, focus was entirely on **customers and local authorities**, as well as the welcome participation of the **Italian Ambassador in Oman**, his excellency Pierluigi D'Elia.

More than 200 guests attended the official launch, assisting to corporate and product presentations. Everyone had the possibility to view all the technical features of the new heavy-duty range and appreciating the significant new innovations in the IVECO trucks. During the vehicle walk around, IVECO product experts were at hand to explain the new features and how the IVECO T-Way is best suited and designed for Middle East region market conditions.

Shahram Falati, IVECO Middle East & Africa Business Director, said: *“With this event we are happy to introduce the new IVECO Heavy Range “DRIVE THE NEW WAY” in the Sultanate of Oman with the support of our new official partner Muscat Overseas Equipment Trading Co LLC. This partnership confirms our aim to consolidate the IVECO presence in Middle East through an excellent after sale services and commercial coverage. The launch of the IVECO T-Way brings into the market a new generation of advanced fuel efficiency, versability, performance, and livability. This event is another clear sign of IVECO driving the road of change”.*

Marco Torta, Area Manager for Middle East, commented: *“IVECO has a strong presence in the Sultanate. In this market we have successfully sold around 1,000 heavy trucks (Trakker) in the past 10 years and I am confident that the new IVECO T-Way and IVECO S-Way will be appreciated by our old and new customers specially concerning reliability, strength, and the high adaptability to match any mission”.*

Mr. Bala T Chatoth, CEO of Muscat Overseas, said *“Starting our journey in 1972 we have successfully demonstrated our commitment in establishing ourselves as an equipment solutions provider with unmatched after sales support and with the new partnership with IVECO we would like to keep our bench mark high in meeting customer expectations providing them the right truck for the right application to achieve the business goals of our stake holders”.*

IVECO T-Way: the most reliable and productive heavy-duty truck to face the toughest challenges

The **IVECO T-Way** builds on the heritage of robustness and reliability of the brand's long lineage of champion off-rovers. It introduces state-of-the art technological solutions to exceed all expectations in **productivity, payload capacity, safety and driver comfort**. These characteristics of extreme toughness, high performance and reliability are clearly expressed by the theme of the advertising launch campaign: **“TREAT IT BAD”**.

“T” FOR TOUGH: designed and engineered for robustness and reliability

The IVECO T-Way has been designed to offer best-in-class performance in every off-road mission, **robustness and torsional rigidity**. It carries over from its predecessors the legendary robustness of the high-resistance steel chassis with a 10mm thick frame, with a Rail Bending Moment at the top of the segment at 177 kNm. The front axle has a maximum capacity of up to 9 tonnes.

Hub reduction on the rear axle is standard to maximize strength and performance.

The new heavy-duty rear suspension system for Tandem axles optimises vehicle weight and improves off-road performance with greater ground clearance and a better departure angle.

The IVECO T-Way delivers all the **power** needed for **traction and PTO** with IVECO's **reliable** and efficient Cursor 13 engine (13 litres) that develops up to 470 horsepower.

The engines are coupled with the proven **16-speed HI-TRONIX automated gearbox**, which now also features new functions specifically intended for off-road mobility including a Hill Holder function to help departure on steep slopes, Rocking Mode to help recover traction in slippery conditions and Creep Mode for ultra-low speed when idling; for the

on-road sections of the mission, the **Ecoroll**, function that uses the vehicle's inertia when travelling downhill enhances the transmission's efficiency.

HI-TRONIX represents the state-of-art in the automated transmission sector and delivers the perfect gearshift strategy for every application.

PRODUCTIVITY AND EFFICIENCY: Carrying over the strong Trakker heritage with even bigger payload

The IVECO T-Way has been designed **for efficiency and productivity**, with a host of features and lower kerb weight. The **low kerb weight** has been further reduced by 325 kg compared to the Trakker with the new design of the tandem support on the rear axles, which is now a single-piece casting component.

EXTREME FLEXIBILITY: the most conversion-friendly off-road truck

The IVECO T-Way is set to become a favourite of body builders for its extraordinary flexibility. With both **rigid and articulated versions**, it has the widest offering of driveline options on the market: **Partial Wheel Drive** on 6x4 rigid and articulated and 8x4 rigid models; as well as **All Wheel Drive** on 4x4 and 6x6 rigid and articulated, and on 8x8 rigid versions.

The All-Wheel Drive range has been extended with new 4.0, 4.2 and 4.5 metre wheelbase models, which can transport special loads with no modification to the chassis.

The new **HI-MUX** electric and electronic architecture is fully compatible with the latest-generation control systems.

The new PTO line-up includes a new **high-performance sandwich PTO** that delivers up to 2,150 Nm torque. This extreme versatility, width and depth of range, and extensive choice of variants makes the IVECO T-Way the perfect truck for all types of bodies and vocational missions.

IVECO T-Way: cab design centred on driver comfort and safety

The cab of the IVECO T-Way shares the driver-friendly design of the IVECO Way range, with its sleek, aerodynamic lines. Available in two versions – AD short cab and AT long cab with standard or high roof – it is focused on functionality to facilitate the driver's daily work.

The entire driver area has been created to provide a practical and easy-to-live-in environment. The comfortable and ergonomic driver's seat, together with the new-concept multi-function steering wheel, ensure excellent driver comfort.

Driver safety is paramount in the harsh conditions typically faced by the IVECO T-Way.

The vehicle is designed to provide maximum protection, with safety features which far exceed the type-approval requirements. The new braking system features EBS as standard, full disc brakes are available on PWD models across the range.

IVECO WAY RANGE: a complete line-up for every heavy-duty mission

Today's launch presents the IVECO Way Range, which now offers an extensive heavy line-up of first-rate vehicles for every mission:

- IVECO T-Way the toughest vehicle on the heavy market that takes performance, reliability and versatility to the extreme;
- IVECO S-Way ON for long haulage on highway where fuel economy is key;
- IVECO S-Way ON+ for regional and light off-road mission. The perfect trade-off between performance and reliability;
- IVECO S-Way OFF the junction between S-Way and T-Way which replaces Trakker 4x2 rigid and articulated.

About Muscat overseas Equipment Trading Co LLC:

Muscat Overseas Equipment Trading Co (MOET) was established in 1972 as a division of Muscat Overseas Group, one of the leading business groups in Sultanate of Oman. MOETCO represents many prestigious international franchises in Oman catering to the Construction, Earthmoving, Material Handling, Industrial, Power and Oil & Gas sectors.

Muscat overseas has been holding the highest market share in construction Equipment market in Oman for the last many years with a wide range of Equipment to offer to its customers. They provide the best product support in the industry with leading aftersales network (full-fledged branches along with mobile service team) to cover every nook and corner of Oman. The "we care" policy of the Company is truly reflected in its aftersales approach to customers. Qualified and Factory trained Service Engineers and technicians provide expert "customer care" to achieve the highest level of productivity and customer satisfaction.

IVECO

IVECO is a brand of Iveco Group N.V. (EXM: IVG). 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 3.3 – 7.2 ton vehicle weight segment, the Eurocargo from 6 – 19 tons and, in the heavy segment above 16 tons, the IVECO Way range with the on-road IVECO S-Way, the off-road IVECO T-Way and the IVECO X-Way for light off-road missions.

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. 3,500 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

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