

## Press Release

### IVECO wins “Light Van of the Year” and “Launch of the Year” at the Truck & Fleet Middle East awards in Dubai

- *The Daily, the iconic IVECO light commercial vehicle renowned for its robustness, reliability, versatility, load capacity and performance, was awarded the title of ‘Light Van of the Year’*
- *IVECO received the “Launch of the Year” award as OEM’s best strategy and product unveiling for its ‘BE THE CHANGE’ new range launch event in Barcelona*

Dubai, 23<sup>rd</sup> January 2024

IVECO is starting the year on a high by receiving two recognitions at the **Truck & Fleet Middle East Awards**, the annual event in its third edition organized by Truck & Fleet ME, one of the main trade publications for commercial vehicle business in the region. The ceremony aims to honor fleets and vehicle manufacturers who play a significant role in the specific sectors of transport and manufacturing in the GCC (Gulf Cooperation Council) economy.

Judged by a panel of industry experts belonging to the transport and mobility sectors, IVECO Daily MY22 was awarded the title of **‘Light Van of the Year’**, a recognition which highlights the increasing popularity of the light duty van among fleet owners in Middle East region.

The Daily is the most versatile vehicle in its class, and its extensive range opens a wealth of possibilities for a wide variety of missions from urban deliveries to heavier transport tasks in the construction industry. The Daily was the first in its sector to offer a smooth **eight-speed Hi-Matic automatic transmission** for both euro VI-E and Euro V, able to surprise with a full speed and torque with fuel efficiency. In addition, the new six-speed manual gearbox reduces free play in gear selection by 50% compared to previous models, increasing the oil change intervals up to an impressive 350,000 km. The Daily is also **an industry first for Light Commercial Vehicles** thanks to the **entirely new driver seat** with central cushion pads and backrest in memory foam.

IVECO also received the **“Launch of the Year”** award for the global unveiling event ‘BE THE CHANGE’ organized on 15<sup>th</sup> November in Barcelona, where the renewal of its complete product range and service offering was presented to clients, partners and international journalists, showing its commitment to move society forward and power the

sustainable renovation of the transport sector with a state-of-art line-up implemented through a wide portfolio of service solutions.

**Marco Torta, IVECO Area Manager of Middle East and Gulf Area**, commented: *“I am very pleased to have received the “Van of the Year” award; it is the result of the efforts made by IVECO and its dealers in the region to introduce this outstanding model and it is a clear sign that our customers appreciate the performance, the versatility, and the comfort of the Daily. Moreover, the “Launch of the Year” award proves the positive reception of the entire IVECO product and service offering, renewed all at once for the first time in its history and presented during the big launch event in November in Barcelona.”*

## IVECO

IVECO is the brand of Iveco Group N.V. (EXM: IVG) that designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks and vehicles suitable for any body type.

It constantly innovates and extends its product portfolio to provide every customer with the vehicle that matches their mission precisely. Its full-line offer is designed around the Driver's needs to deliver an excellent experience with a focus on safety and comfort. A wide range of advanced digital, connectivity-enabled services developed to help fleet owners run their fleet efficiently enhance IVECO's complete transport solution.

IVECO pursues its decarbonisation strategy through a multi-energy approach that includes the further development of bio-methane, battery electric and fuel cell technologies.

IVECO operates 6 manufacturing plants and 7 research and development centres. It counts on 3,500 sales and service points in over 160 countries, which guarantee technical support wherever an IVECO vehicle is at work.

IVECO drives the road of change by powering the transformation of the transport industry, propelled by the ambition to be the most reliable partner and full-line player for its customers.

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