

Press Release

IVECO and Saeed Mohammed Al Ghandi & Sons launch the new premises and the IVECO full range to their customers in United Arab Emirates

IVECO and Saeed Mohammed Al Ghandi & Sons presented the new premises in Dubai Industrial City complete of parts sales, warehouse facility and an IVECO Certified Pre-Owned sales centre.

Dubai, 23rd October 2024

IVECO and Saeed Mohammed Al Ghandi & Sons (SMAG) presented the new premises in Dubai industrial City with a fully air-conditioned workshop, a parts sales and warehouse facility and an IVECO Certified Pre-Owned sales centre. SMAG will continue with its other operation in Ras Al Khor and will further develop the other location into a Daily van Centre specialized on the iconic IVECO light vehicle range while continuing its development in Dubai Industrial City with the full IVECO offering.

During the event IVECO and its local dealer SMAG presented the IVECO full range to the UAE market. For the heavy range was displayed the IVECO T-Way 6x4 Rigid with construction series heavy duty chassis and the IVECO S-Way 4x2 tractor head; in the medium range the Eurocargo was represented by the 4x2 on road and the 4x4 off-road versions; for the light range was displayed the Daily Hi- Matic 5.2 tonnes GVW.

The event took place in the new premises area and hosted more than 80 guests, including esteemed guests, members of the Ministry of Transport, representatives of local authorities, local body manufacturers, press representatives, fleet and retail customers.

As the official IVECO dealer for Dubai and the Northern Emirates, SMAG can provide the UAE market with a strong legacy brand that offers valuable business partners capable of successfully completing a big variety of missions.

Ewan Byrne, General Manager of Saeed Mohammed Al Ghandi & Sons said: *"Thank you and welcome to the next step in IVECO & SMAG's partnership in the region. We are one of the first major truck distributors to strategically position ourselves within the logistics hub of Dubai Industrial City. We have a lot of synergies with other parts of our Automotive*

group including Oman Transport and with excellent road links to all major routes, relatively close to Jebel Ali Port and with the development of the new airport, it made perfect sense to increase the capability of SMAG & IVECO within the region.

Our workshops and Parts departments have been developed to ensure we have created a capability to offer a full 24/7 365 days a year total fleet support operation. With downtime and vehicle availability being top priority for many operators, having servicing and maintenance work completed out of hours was an essential offering in our new location. Investing in people is essential, the training and support offered within IVECO is excellent and ensures we create the capability to take on any mission, problem or challenge thrown our way. We pride ourselves on the parts availability rates and when we don't have it, we source it quickly through the IVECO parts global network. We are always looking to improve our service levels and offer quality affordability. With the IVECO full range, we believe we offer the highest quality of commercial vehicle and know that locally we can ensure the support required to back up all our products is at your fingertips."

Silvia Quaglia, IVECO AME Network Development, added: "The opening of these new premises represents an important step forward for SMAG and IVECO in the market. We are very focused on customer satisfaction, and we are very keen to assure to our customers the better after sales coverage. The new workshop, opened 24/7, guarantees to our customers the possibility to maintain and repair our vehicles at any time of the day".

About Saeed Mohammed Al Ghandi & Sons.

Saeed Mohammed Al Ghandi & Sons (SMAG) Established in 1972 is a division of the Al Ghandi Auto Group one of the most innovative regional businesses headquartered in Dubai, United Arab Emirates. SMAG provides support, parts and service with state-of-the-art facilities and qualified personal, employing over 70 staff in the UAE and East Africa. SMAG has been a long-standing partner for IVECO and have represented the Brand since 1985. The business has a significant footprint beyond the UAE to encompass East Africa and always looks for new and innovative strategic opportunities to expand the IVECO Brand, while ensuring we offer support to our customers, whatever and wherever the mission.

Daily: Power Your Ambition

The Daily is the most versatile vehicle in its class. Its extensive model line-up and bodywork options open up a wealth of opportunities: whatever your mission you can find and customize the Daily to perfectly match your operational and business requirements.

The Daily offers the widest line-up in the industry – it is the only vehicle in its class that **ranges from 3.5 ton all the way up to 7.2 ton of gross vehicle weight**, with wheelbases from 3000 to 5100 mm, opening up a wealth of

possibilities for a wide variety of missions from urban deliveries to heavier transport jobs in the construction sector. It is designed and built to offer endless bodywork options, making it easy to customize for your specific needs. It is perfect for highly specialized and demanding adaptations, such as rescue vehicle or ambulance.

New memory foam seats: adapt to the driver to provide supreme comfort.

The Daily features entirely new driver seat with central pads of the cushion and backrest in memory foam – an industry first for Light Commercial Vehicles. The foam moulds to the body, distributing the weight evenly, **reducing pressure peaks by up to 30%**. This results in supreme comfort and protects from back pain. The side sections have been thickened with 15mm of high-density foam to improve lateral containment, enhancing safety and the driving experience. Taller people will be more comfortable the 20 mm longer and 15 mm thicker front cushion, which provides better support for their longer legs. The seat side carter and levers have been redesigned to make it easier to get on and off the vehicle, ideal for door-to-door and parcel delivery missions that require frequent exits.

Eurocargo the multi-mission truck

Eurocargo is a champion of reliability and flexibility, a trailblazer in its class. In today's constantly evolving and increasingly competitive market, versatility is everything. More attractive, versatile, efficient, and manoeuvrable than ever: Eurocargo boasts a new design and functionalities while maintaining and improving the essentials that have made it the reliable, robust and versatile vehicle.

Robust, reliable and versatile the Eurocargo range is the most comprehensive in its class. With 7 gross vehicle weight variants, 4 power ratings, 7 gearboxes and 3 cab types, Eurocargo is available in over 11,000 variations, to meet your every need, however specific it is.

The bumper is designed to provide a step to easily access the windscreen for cleaning. The headlamp cluster is also available with LED Daytime Running Lights and Xenon headlights for added safety in night driving. Eurocargo logo and model number are clearly visible on the door.

Every detail has been developed to ensure excellent aerodynamics. The deflector, which has been reshaped to match the design of the front, guides the airflow clear off the door handles. The windscreen with integrated UV filter offers excellent protection without the negative aerodynamic impact of an exterior sun visor.

IVECO S-Way the driver-centric heavy-duty truck

IVECO S-Way is the new on-road vehicle of the new IVECO Way range, the ideal business solution for the fleet owner, and the perfect travel companion for the driver. It further increases its fuel efficiency, which was already among the best, with a new engine line-up and next generation rear axle, advanced technologies tailored to the customers' needs.

It builds on the success this range has achieved since its European launch in 2019 and has proved extremely popular with drivers for its high levels of comfort. Customers appreciate the improvements in performance and in Total Cost of Ownership (TCO) that come with high reliability of new truck.

In the face of fierce competition, logistics operators need top-level uptime, efficiency and productivity from their fleets. The new IVECO S-Way perfectly meets this requirement, providing a complete package of features without equal, developed with focus on **driver centricity**. It is more than a product: it offers a business model that covers the vehicle's entire life cycle and helps IVECO's customers to meet their own customers' requirements.

Designed to maximise fuel efficiency.

In redesigning the cab from the ground up, IVECO has taken every opportunity to deliver cost savings and productivity gains to the benefit of the **owner's profitability**. All the elements of the new design work together to achieve a superior **aerodynamic performance** and deliver fuel savings up to 4% on top of the outstanding fuel efficiency that is the hallmark of this product family.

Every detail of the cab exterior has been studied with care to minimise air resistance.

The **new roof** is perfectly integrated into the front end of the vehicle, presenting a flat surface that minimises drag. Even the **retractable front step** that provides easy access to the windshield completely disappears when not in use. The **front grille** with high radius corners and side fins, the integrated headlights, the **new bumpers** design with integrated deflectors, together with the new design of the wheel arches, create flowing lines that **optimise air flow** – and make a statement with a distinctive style.

The vehicle's aerodynamic performance is further enhanced by additional features that reduce drag by closing gaps. They include the optimised aerodynamic kit with rubber extensions to close up the space between tractor and semi-trailer. The **new design of the door**, which extends all the way down to the second step, creates a smooth surface on the sides of the cab, reducing turbulence at cruising speed.

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-landers. It introduces state-of-the art technological solutions to exceed all expectations in **productivity, payload capacity, safety, and driver comfort**.

"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.

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 7 manufacturing plants and 8 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.

For further information, please contact:

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