

Press Release

IVECO and AMCE hand over 15 Daily to East Africa Bottling S.C, sole producer and distributor of Coca-Cola Beverage in Ethiopia

- True to its reputation for versatility, the IVECO light commercial vehicle covers a wide variety of missions from urban deliveries to heavier transport jobs
- Seat cushion, back rest, and head rest in memory foam makes driver's life more comfortable

Addis Ababa, 15th December 2023

IVECO and its joint venture in Ethiopia, **AMCE**, supplied for the first time 15 units of **Daily**, the light-duty vehicle to our long-time business partner East Africa Bottling S.C, the sole producer and distributor of **Coca-Cola Beverage** in Ethiopia. These vehicles, perfectly suited for any mission, will join the already acquired 200 units Heavy & Medium duty IVECO for their fleet.

All the units handed during a ceremony held in Addis Ababa on December 15th are **Daily 70C15/E3, 4x2 Chassis-cabs**. These vehicles locally assembled at AMCE Addis Ababa plant, will join the **EABSC** (East Africa Bottling S.C) fleet for the delivery of its products.

Antonio Caruso, AMCE Ethiopia General Manager, present at the delivery of the units, stated: *"I am extremely pleased of this achievement. This new delivery to **EABSC** is a clear sign that IVECO is the first choice for our clients in Ethiopia and we are glad to offer with our IVECO Daily a superior driving experience in the perfect working environment."*

Mekonnen Tesfaye, AMCE Sr. Sales Engineer, added: *"I'm excited to be part of this business deal with East Africa Bottling S.C and I'm incredibly grateful for the support I received from the management of CCBA and AMCE during the process"*.

IVECO 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.

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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