

## Press Release

### IVECO and Arabian Auto Agency supply 150 IVECO S-Way units to Saeed Mohammed Al Bassami company in Saudi Arabia

IVECO and Arabian Auto Agency deliver to **Saeed Mohammed Al Bassami (SMB)** 150 IVECO S-Way, the flagship of the IVECO heavy-duty range for on-road missions

Jeddah, 7<sup>th</sup> August 2024

IVECO and Arabian Auto Agency (AAA), official dealer in the Kingdom of Saudi Arabia, just started the delivery of **150 units IVECO S-Way tractor head, model AT440S47T ON**, to Saeed Mohammed Bassami (SMB) at their facility in Jeddah. SMB plays a vital role in the transportation segment in the Kingdom. At the delivery ceremony participated Mr. Sultan Albassami, the chairman of SBM.

All the IVECO S-Way have been assembled at Zeemat plant, the authorized assembly plant of IVECO trucks in Saudi Arabia. The units will join the SMB fleet for the mission for the 2024 transportation season.

**Saeed Mohammed Al Bassami (SMB)** is considered one of the leading transportation companies in GCC markets, providing transportation and logistics services, in a professional manner that exceeds customers' expectations, and building long-term relationships with them.

**Maan Gharaibeh, General Manager of Arabian Auto Agency**, commented: "At AAA, we are delighted to reinforce our strategic partnership with Saeed Mohammed Al Bassami company, a distinguished leader in Saudi Arabia's transport sector. The delivery of this initial fleet of IVECO S-Way vehicles is enhanced by a tailored aftersales solution package, ensuring uninterrupted uptime for their growing fleet. Furthermore, this marks the beginning of an exciting journey between AAA and the SMB."

**Mohamed Tarzi, Sales Manager at the ZMS group**, expressed his satisfaction with the deal. *"This partnership is a testament to the trust that Saeed Mohamed Al-Bassami Company has placed in AAA and the capabilities of IVECO trucks. We are confident that these vehicles will meet and exceed the company's expectations."*

**Antonio Caruso, IVECO Business Manager for Saudi Arabia**, added: *"After several success stories scored in Saudi Arabia during the last years, our partner Arabian Auto Agency (AAA) in the Kingdom of Saudi Arabia has successfully commenced the delivery of 150 IVECO S-Way to Saeed Mohammed Bassami. Our collaboration with SMB is a demonstration to our commitment and reliability in providing the best transport solution. We always prioritize quality and excellent service to meet our customer's business needs. We look forward to supporting SMB's operations and strengthening our partnership in the future."*

#### **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.

### **A new cab designed around the driver to provide superior driving comfort on board**

The IVECO S-Way carries over all the advances introduced in the previous generations and adds a new cab entirely redesigned around the driver to provide the ultimate driving environment with **outstanding ergonomics and controls layout**.

The ergonomic layout of the controls ensures all the key functions are within easy reach of the driver. The multi-functional steering wheel, with 22 switches, puts all the necessary functions at the driver's fingertips. This set-up eliminates distractions for the driver who can operate without ever needing to move his hands from the steering wheel. The **dashboard** and central stack have been redesigned to improve operating comfort and efficiency with a new layout and greatly increased functionalities. The new **Start/Stop** engine button and the slot for the electronic key with integrated remote control are conveniently placed on the dashboard near the DNR area.

The **redesigned roof**, lower tunnel and shaped upper shelf provide a comfortable **standing height** of 2.15 metres in the centre of the cabin, while the upper longitudinal usable space is 35 cm wider than in the previous model, providing easier access to the upper bed and compartments.

The **night area** combines functionality and comfort with its new symmetrical layout and well-placed storage, USB connections and controls.

The **air conditioning system, and integrated parking cooler and heater systems** ensure an ideal internal climate within the cab in all weather conditions, when driving or during stops.

### **Designed for driver safety**

The IVECO S-Way has been developed with a strong focus on the driver, and the new cab has been redesigned and reinforced to ensure high levels of passive safety, with mechanical resistance compliant with **ECE R29.03 cab crash standards**.

The new design also provides much **improved direct visibility** for the driver with the one-piece side windows and rear-view mirrors. The IVECO S-Way also offers **full LED lights**, which have a much sharper beam that carries further,

improving visibility and obstacle perception by 15%, further enhancing safety in low-light conditions. In addition, the IVECO S-Way features a complete array of Advanced Driver Assistance Systems to help the driver operate the vehicle efficiently and safely while reducing fatigue on the road. The cab also addresses security when the vehicle is parked with the new design of the door which now extends all the WAY down, leaving only the bottom step exposed, and includes an additional mechanical **door lock** inside the cab.

### **A renewed line-up for high business productivity and TCO performer**

The new engine line-up meets Euro III/ V emissions standards. The Cursor 9 and 13 engines provide a wide range of power ratings starting from 360 hp to 560/570 hp. The engine efficiency has been improved with introduction of Common Rail injection system.

The 9 and 13-litre engines have been coupled with new, high-efficiency Hi-Tronix 12 speeds automated gearbox which enables substantial improvement in electronic clutch control, resulting in greater efficiency, enhanced durability and better performances.

Additional features contribute to the IVECO S-Way's fuel economy. They include the new Ecoroll function which automatically disengages driveline in smooth slope to exploit vehicle inertia, Ecoswitch which optimizes engine power/torque output according to vehicle load and mission, and Tyre Pressure Monitoring system to keep under control the pressure of each tyre for increased safety and fuel efficiency.

## **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.

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