

Press Release

IVECO and Arabian Auto Agency hand over 20 IVECO S-Way to ARASCO in Saudi Arabia

IVECO and Arabian Auto Agency deliver to ARASCO 20 IVECO S-Way, the new on-road truck completely built around the driver, with particular attention to business productivity and safety, a perfect solution for the fleet owner and the ideal travel companion for the driver.

Dammam, 8th June 2023

After the launch of the new vehicle in Riyadh last May, IVECO and its local dealer Arabian Auto Agency (AAA) delivered in Saudi Arabia **20 IVECO S-Way** to Arabian Agricultural Services Company (ARASCO), a leading local company for food supply and security.

All the units handed during the ceremony held in Dammam on June 8th are **IVECO S-Way AT440S47T, 4x2 tractor**. These vehicles will be locally assembled at Arabian Auto Agency Riyadh plant and will join the ARASCO fleet for the special mission of bulk carrier semitrailers transporting chicken feed.

Arabian Agricultural Services Company is classed among the top 100 companies in Saudi Arabia and is one of the major Saudi companies specialized in manufacturing of high-quality animal feed products. ARASCO, indeed, is a leader in producing poultry, agricultural, veterinary, and animal farming produce in addition to logistic services to handle and transport agri-bulk commodities as well as finished goods.

Maan Gharaibeh, General Manager of Arabian Auto Agency, commented: *"In AAA we are proudly enhancing our strategic partnership with ARASCO, who are leader in Saudi Arabia in its field. The delivery of this first batch of the new IVECO S-Way vehicles is further strengthened by a complete tailored aftersales solution package to ensure the maximum uptime for their expanding fleet. This is the first step of an exciting journey between AAA and ARASCO"*

Alberto Pellegrini, Saudi Arabia IVECO Area Manager, added: *“After the IVECO S-Way launch held in Riyadh recently, we are really proud to talk about this success story with ARASCO, a benchmark and important influencer within the local long haulage distribution business sharing with us the same vision of quality and sustainability. This new delivery for such distinctive application is a clear sign that together with Arabian Auto Agency Sales and Aftersales organization, our valuable partner in this important mission, IVECO is continuing its growth in this challenging and competent Saudi Arabian market where we are quickly approaching the double-digit MS figure in 2023”.*

IVECO S-Way: the driver-centric long-haul truck

IVECO S-Way is the new heavy-duty vehicle of the IVECO Way range, developed with a suite of features focused on the driver experience, on efficiency and business productivity. It 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 2019 with its European launch 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 and for driver safety

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.

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.

IVECO

IVECO is a brand of Iveco Group N.V. (MI: 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. 4,200 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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