

Press Release

IVECO and AAA launch in Saudi Arabia the new on-road truck IVECO S-Way

IVECO launches the IVECO Way heavy range in Saudi Arabia: the IVECO S-Way, the on-road truck developed to deliver a complete package of features focused on the driver experience, on efficiency and business productivity and the IVECO T-Way, the off-road vehicle designed and engineered for the toughest missions in the most extreme conditions.

Riyadh, 17th May 2023

After the regional launch in Dubai in December 2021, IVECO brand and the Arabian Auto Agency presented the new Heavy Range to the Saudi market in a dedicated event held on 17th May 2023 at the **Intercontinental Golf Riyadh Hotel**, as a new milestone of the IVECO and AAA history.

Thanks to AAA network, with 4 main branches and more than 10 regional parts outlets, the Saudi market represents one of the most strategical markets for IVECO in terms of investment, presence and customer value.

IVECO, with the claim **DRIVE THE NEW WAY**, unveiled the new **IVECO S-Way** range to its customers during the launch event to bring guests in touch with the new IVECO range and concretely appreciate the significant innovations in the IVECO vehicles.

More than 250 customers appreciated the new functionalities of the range, completely built around the driver, with particular attention to **productivity**, safety and a completely renewed and **redesigned cabin**, to improve the on-board comfort and vehicle performance.

The S-Way vehicles will be locally assembled by Zeemat Manufacturing (ZMT), the authorized assembly factory for IVECO trucks in Riyadh, wholly owned subsidiary of Arabian Auto Agency. All the equipment produced by ZMT is highly engineered and in many cases is unique to the end user. ZMT management works in close harmony with AAA sales team in the preparation of technical bids and with the end customer technical personnel to ensure the specified product meets or exceeds the end-users' requirements in terms of specification, performance and delivery.

Shahram Falati, IVECO Africa & Middle East Business Director, said: *“Every detail of the new IVECO Way Range has been developed in order to optimize the Total Cost of Ownership specially fuel consumption, maintenance and uptime costs and productivity. These are giving us great reviews and satisfied customers worldwide. With the introduction of the new IVECO Way Range in Saudi Arabia, where some models will be produced locally, we plan to further consolidate and increase our presence in this important Market, thanks to our ever-growing collaboration with our partner Arabian Auto Agency.”*

Alberto Pellegrini, IVECO Saudi Arabia Area Manager, commented: *“The Saudi Arabian marketplace is definitely one of the most competitive and developed in the region with an important Key Account sector, very competent and highly demanding in terms of TCO and After Sales Support. This said with the launch of the new IVECO S-Way and IVECO T-Way, we now offer our customers an entirely renewed and business-oriented product range for both on and off-road missions, be they the most popular and challenging long haulage distribution or the tough construction one with its tipper and mixer applications.”*

Maan Gharaibeh, General Manager of Arabian Auto Agency, commented, *“With the rapid growth of the Saudi economy on the path to the Kingdom's Vision 2030, AAA is committed to delivering the best service to the Saudi market. The launch of the IVECO S-Way came at a very critical time in our region, where we are targeting a double-digit market share from 2023. I believe that IVECO's new heavy range will take the best place among the main players in this market, but with the great team we have built in the last 3 years and the continuous support from the Iveco team, we believe and we will make it.”*

IVECO S-Way the driver-centric long-haul 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 range 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 T-Way the toughest vehicle engineered for the most extreme off-road missions

The **IVECO T-Way** builds on the heritage of robustness and reliability of the brand's long lineage of champion off-roaders. It introduces state-of-the-art technological solutions to exceed all expectations in **productivity, payload capacity, safety and driver comfort**. These characteristics of extreme toughness, high performance and reliability are clearly expressed by the theme of the advertising launch campaign: "TREAT IT BAD".

"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.

IVECO WAY RANGE: a complete line-up for every heavy-duty mission

Today's launch presented the IVECO Way range, which now offers an extensive heavy line-up of first-rate vehicles for every mission:

- T-Way the toughest vehicle on the heavy market that takes performance, reliability and versatility to the extreme;
- S-Way ON for long haulage on highway where fuel economy is key;
- S-Way ON+ for regional and light off-road mission. The perfect trade-off between performance and reliability;
- S-Way OFF the junction between S-Way and T-Way which replaces Trakker 4x2 rigid and articulated.

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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