

Press Release

IVECO and Arabian Auto Agency deliver 20 IVECO S-Way to Globe Marine Services Co in Kingdom of Saudi Arabia

Arabian Auto Agency deliver the first batch of IVECO S-Way to Globe Marine Services Co in Kingdom of Saudi Arabia. IVECO S-Way is the new on-road truck developed to deliver a complete package of features focused on the driver experience, on efficiency and business productivity.

Dammam, 29th January 2023

After the IVECO official launch of new heavy range on December 2021 in Middle East market, Arabian Auto Agency, the dealer and assembler of IVECO trucks in Saudi Arabia, is honored to start delivering the first batch of 20 vehicles to Globe Marine Services Co, the first company to receive IVECO S-Way units in Saudi Arabia. Globe Marine Services Co was founded in 1976 and grew fast becoming one of the biggest companies of logistic, shipping and transportation solutions in Saudi Arabia.

All the units delivered during the ceremony in Dammam are **S-Way AT440S47T, 4X2 tractor heads**. The vehicles will be added to the fleet of Globe Group Dammam and meet excellently all the requirement to transport the chemicals from Jubail industrial city to all around the country.

Maan Gharaibeh, General Manager of Arabian Auto Agency, commented: *"The partnership with all IVECO customers in Saudi Arabia is always unique, and we are most certainly proud of the partnership that Arabian Auto Agency has with Globe Marine Service Co.*

Globe Marine is one of the Saudi Arabia's leading marine services group with a diversified portfolio of services. This relation has a very solid ground supported with the best aftersales service and with the maximum truck up time, and for sure will continue".

Alberto Pellegrini, Saudi Arabia IVECO Area Manager, added: *"In this Saudi Arabian market extremely competitive and developed where the Key Account sector is always playing a competent and highly demanding role*

in terms of Truck Performance, TCO and After Sales Support, we are absolutely glad and honored to be Globe Marine Service CO partners, one of the most loyal and historically long lasting IVECO customer as well as top referent and national opinion leader within the transportation business, the first customer experiencing the delivery of our new IVECO S-Way in its 4x2 Tractor Head version, perfect especially for this very popular long haulage distribution application”.

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. 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

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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