

## Press Release

### **IVECO and Al Imtiyaz Group participate to Libya Build Benghazi Fair to present the IVECO full offering to the Libyan market**

*IVECO and Al Imtiyaz Group presented the IVECO range to the Libyan market at Libya Build Benghazi Fair 2024 with a dedicated focus on the IVECO range to face the toughest business challenges.*

*Benghazi, 7<sup>th</sup> November 2024*

Al Imtiyaz Group participated to the *Libya Build Benghazi Fair* from 4<sup>th</sup> to 7<sup>th</sup> November 2024 to present the full IVECO offering services and its customer orientation business.

*Libya Build Benghazi Fair* returned for its second edition at the Sidi Faraj Exhibition Centre, Sidi Faraj Road, Benghazi, establishing itself as the premier event for the building, design, and construction sectors in Western Libya and for international exposure and secure business in North Africa's burgeoning building and construction market. This influential gathering hosted more than 200 local and international companies as the premier destination for industry professionals, experts, buyers, distributors, and key decision-makers from the public and private sectors across North Africa and the Middle East, more than 100 VIPs and Media, more than 30,000 m2 exhibition space and more than 7,500 visitors.

The Al Imtiyaz Group stand covered around 150 m2 area and hosted more than 100 guests including local authorities, press and customers.

During the *Libya Build Benghazi Fair* Al Imtiyaz Group showed the IVECO T-Way AT720T47TH 6x4, the truck that makes any impossible job possible, to present the heavy truck to the Libyan market. It succeeds the well-known Trakker model, improving it in every aspect and enabling to satisfy the customer business needs on heavy range. The IVECO range was represented on the Al Imtiyaz Group stand also by Eurocargo ML180E28 4x2 and Daily 50C15 chassis cab.

**Mr. Mohamed Abene, Al Imtiyaz Group Executive Manager** commented: *"Taking part in the Libya Build Benghazi Fair means first and foremost being in front of potential customers. This opportunity enables us to promote our vehicles and assess the market in terms of potential and needs. The presence of our sales staff allows us to ensure a customer centric approach. After the fair, we'll be able to make further contacts with a larger audience."*

**Roberto Fresia, IVECO Business Manager for Libya**, added: *"We are proud to be present at this fair having the chance to be represented by one of our main dealers in Libya, Al Imtiyaz Group. IVECO main goal is to be always close to the customers for understanding their needs and continue to improve our very important presence in Libyan market, thanks to the collaboration with our excellent partner".*

#### About Al Imtiyaz Group

Al Imtiyaz Group is a leading company in the field of vehicle importation in Libya, offering a diverse range of vehicles and related services. The company aims to provide the highest level of quality and service to its clients through partnerships with leading transport brands.

#### IVECO T-Way: the most reliable and productive heavy-duty truck to face the toughest challenges

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**.

#### "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.

The new heavy-duty rear suspension system for Tandem axles optimises vehicle weight and improves off-road performance with greater ground clearance and a better departure angle.

The IVECO T-Way delivers all the **power needed for traction and PTO** with IVECO's **reliable** and efficient Cursor 13 engine (13 litres) that develops up to 470 horsepower.

The engines are coupled with the proven **16-speed HI-TRONIX automated gearbox**, which now also features new functions specifically intended for off-road mobility including a Hill Holder function to help departure on steep slopes,

Rocking Mode to help recover traction in slippery conditions and Creep Mode for ultra-low speed when idling; for the on-road sections of the mission, the **Ecoroll**, function that uses the vehicle's inertia when travelling downhill enhances the transmission's efficiency.

HI-TRONIX represents the state-of-art in the automated transmission sector and delivers the perfect gearshift strategy for every application.

### **Eurocargo the multi-mission truck**

Eurocargo is a champion of reliability and flexibility, a trailblazer in its class. In today's constantly evolving and increasingly competitive market, versatility is everything. More attractive, versatile, efficient, and manoeuvrable than ever: Eurocargo boasts a new **design and functionalities** while maintaining and improving the essentials that have made it the reliable, robust and versatile vehicle.

Robust, reliable and versatile the Eurocargo range is the most comprehensive in its class. With 7 gross vehicle weight variants, 4 power ratings, 7 gearboxes and 3 cab types, Eurocargo is available in over 11,000 variations, to meet your every need, however specific it is.

The **bumper** is designed to provide a step to easily access the windscreen for cleaning. The headlamp cluster is also available with LED Daytime Running Lights and Xenon headlights for added safety in night driving. Eurocargo logo and model number are clearly visible on the door.

Every detail has been developed to ensure excellent **aerodynamics**. The deflector, which has been reshaped to match the design of the front, guides the airflow clear off the door handles. The windscreen with integrated UV filter offers excellent protection without the negative aerodynamic impact of an exterior sun visor.

### **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 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.

### **For further information, please contact:**

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