

Press Release

IVECO and Arabian Auto Agency supply 55 Daily to Theeb Rent A Car Co. in Saudi Arabia

IVECO and Arabian Auto Agency deliver to Theeb Rent A Car Co. 55 Daily, the most versatile vehicle in its class that will serve the Saudi Arabia territory nationwide.

Riyadh, 23th April 2024

IVECO and Arabian Auto Agency (AAA), official dealer in the Kingdom of Saudi Arabia, delivered **55 Daily** units **model 50C15V18** 18m3 loading capacity to Theeb Rent A Car Co., in Riyadh.

Theeb Rent A Car Co. is a company that comprises a wide range of solutions through both long and short-term rentals to a wide base of customers from different categories of sectors including more and more the commercial vehicles side. Theeb Rent A Car Co., established in 1991 with only a small number of cars, is now one of the pioneering and largest companies in the KSA car rental segment with more than 52 branches nationwide and over 33,000 vehicles.

These 55 Daily Van 18m3 loading capacity are equipped with refrigerator unit and will be added to the fleet of Shahina Logistics on long rental basis for their meat products distribution to the main supermarket retail chains, nationwide.

All the Daily model **50C15V18** have been produced in Suzzara plant in Italy and refrigerators have been mounted directly in Riyadh.

Fayez Alsino, Regional Sales Manager of Arabian Auto Agency, commented: *"Since the beginning of 2024, the Arabian Auto Agency Co. has recorded great achievements and signed high-class strategic partnerships, these are the results of what we have achieved during the previous years of hard work, maintaining the level of service and customer satisfaction, and we will work to reach the summit as we aspire. One of the most important partnerships that took place this year is the deal with Theeb Rent A Car Co., as Theeb Company is considered the largest car rental and operational*

leasing company in Saudi Arabia, with a huge fleet of various sizes and types and they meet all the needs of companies and individuals.

Where an agreement was signed to supply 55 Daily van model 50C15V18, as they will be an important part of their fleet, we are proud of this partnership and we are fully confident that the Daily is a major reason for the success of their application”.

Alberto Pellegrini, IVECO Business Manager for Saudi Arabia, added: “This is another strong signal of IVECO continuous growth in this key Saudi Arabian market through its full range of vehicles; after the recent deliveries that saw our IVECO S-Way, IVECO T-Way and Eurocargo models taking the scene, we are now recording this further achievement in the very challenging light commercial vehicle sector, which in the Middle East, is generally dominated by the Asian Cab-Over type of vehicles. The KSA market is quickly upgrading its level and IVECO together with its official distributor Arabian Auto Agency, is ready to take up the challenge!”.

IVECO 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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