

Press Release

IVECO and Armada Egypt Co. deliver 20 IVECO T-Way units to Cemex in Egypt

IVECO and Armada Egypt Co. deliver to Cemex 20 IVECO T-Way, the most reliable and productive heavy-duty truck to face the toughest off road missions

Cairo, 21st November 2024

IVECO, in partnership with its official dealer in Egypt, Armada Egypt Co., has commenced the delivery of 20 IVECO T-Way Tractor heads to Cemex for its Assiut facility. The delivery of 20 units of the **IVECO T-Way model AT 720T47TH** will significantly enhance Cemex's fleet, reinforcing the company's commitment to sustainability and efficiency.

These IVECO state-of-the-art vehicles are designed to optimize fuel consumption and reduce emissions, enabling Cemex to deliver cement to customers across Egypt while upholding its commitment to sustainability, quality safety standards and ensuring reliable service. This investment not only supports Cemex's operational excellence but also aligns with its goal of minimizing its carbon footprint and promoting sustainability practices in the industry.

Cemex, a global leader in construction building materials and solutions, is dedicated to driving innovation and advancing sustainable living. With over 100 years of heritage, Cemex is committed to achieving carbon neutrality through ongoing innovation and industry-leading research and development, boasting over 220 projects. The company's expertise spans cement, ready-mix concrete, aggregates, and urbanization solutions.

Armada Egypt Co. is part of Kasrawy Group which started business in Egypt in the early 70's and became the main dealer for almost all the big automakers in Egypt. The Group has wide coverage of service centers and showrooms that covers all over Egypt and ensure all IVECO customers to enjoy convenient and excellent customer service.

Tarek Elewa, General Manager of Armada Egypt Co., commented: *"We are proud to highlight our partnership with Cemex Company, providing reliable IVECO T-Way trucks designed to meet the toughest industry challenges. This collaboration reflects our commitment to delivering high-quality solutions and demonstrates the trust that Cemex Company places in IVECO and Armada Egypt Co."*

Cemex Company has expressed their satisfaction with our partnership, noting that Armada Egypt Co. has proven to be a valued partner in supplying high-quality IVECO T-Way trucks. They appreciate our commitment to excellence and tailored solutions, which have significantly improved their operational efficiency. We are excited to continue this successful journey together.”

Marco Torta, IVECO Business Manager for Egypt, added: *“This is a first supply in Egypt with our new IVECO T-Way on Cement transportation. I thank Armada team for their dedication and Cemex to trust in our product, I am sure that this is the beginning of a long cooperation with this prestigious company.”*

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-rovers. 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.

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.

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