

Press Release

IVECO appoints G.T.I. – General Transport International – as IVECO Ambassador in Tunisia

Tunis, 6th of February 2024

IVECO has named **G.T.I. (General Transport International)** as a **Brand Ambassador** in light of its strong and growing presence in the international transport market. This appointment is part of the brand's international IVECO Ambassador program, launched in 2021 to give a voice to customers and partners who share the same vision, within an initiative aiming to raise awareness of the brand's values.

After the local launch of the **IVECO Heavy Range “DRIVE THE NEW WAY”** in 2022 in Tunisia, G.T.I. was the first customer to expand its fleet with 10 IVECO S-Way AS440 vehicles, used in their daily operations that span an impressive 5400 km, culminating in a remarkable 129,600 km per month.

G.T.I. is a team of experienced professionals, a respected and well-known logistics partner offering intelligent integration of transport services. With strategic offices in Tunis, Sousse and Sfax, G.T.I. specialises in comprehensive logistics solutions, encompassing national and international transportation, home delivery, transit and customs-bonded warehousing. Its major clients represent diverse sectors including industry, commerce, logistics, agriculture and tourism.

IVECO's leadership extends throughout Africa & Middle East. In Tunisia, it is supported by a network of 7 sales points and 13 service centres, ensuring uninterrupted availability of vehicles and spare parts. The introduction of the new IVECO Way Range elevates maintenance operations with extended oil change intervals, LED technology that enhances headlight longevity, and brake -pad wear monitoring through the EBS system.

Hichem Mechim, IVECO Tunisia Area Manager, said: *“Thanks to the IVECO Ambassador program, we were able to listen to the voice of our customers, giving them the possibility to share their personal and professional experience with our products. I'm glad and proud to have led the realisation of this activity in the Tunisian market with G.T.I., one of the first to have included the Heavy Range for on-road missions in its fleet.”*

Sami Saafi, G.T.I. Operations Director, commented: *“Having rigorously tested the IVECO range, we confidently assert that IVECO provides indispensable support to G.T.I., significantly enhancing profitability and minimising downtime. This achievement owes itself to the seamless collaboration with our local IVECO dealer and their extensive service networks and we can firmly state that this partnership with IVECO will fortify our resilience against future challenges.”*

IVECO S-Way the driver-centric on-road vehicle

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 the high reliability of the 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 a 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.

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 6 manufacturing plants and 7 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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