

Press Release

IVECO S-Way makes its debut in Euro Truck Simulator 2

Turin, 20 December 2024

IVECO announces the recent release of the [IVECO S-Way in the popular Euro Truck Simulator 2](#) video game. Developed by SCS Software in collaboration with IVECO's Design Center, it brings the iconic IVECO S-Way to life in the digital world, delivering a highly realistic and immersive trucking experience.

Pamela Paratico, IVECO Branding and Marketing Director, said: *"We are delighted to see our IVECO S-Way join the world of Euro Truck Simulator 2, offering players a truly immersive and dynamic driving experience. This release has been eagerly anticipated by the gaming community, and we are honored by the overwhelmingly positive feedback it has received. We look forward to seeing Euro Truck Simulator 2 players embark on countless memorable exciting virtual trucking journeys with our IVECO S-Way."*

Marco Armigliato, Head of Design Center, Iveco Group added: *"Bringing the IVECO S-Way into Euro Truck Simulator 2 was an exciting challenge for our team. It's not just about faithfully replicating the truck's physical features but capturing the essence of its design philosophy – innovation, efficiency, functionality, and driver comfort. Seeing these elements resonate so strongly in the virtual world confirms the enduring impact of great design, even beyond the real world."*

With this latest Euro Truck Simulator 2 release, players can travel across Europe as elite drivers, delivering important cargo across diverse and challenging routes on board their virtual IVECO S-Way, experiencing long-haul trucking in a richly detailed simulation.

The simulator features the Artic configuration of IVECO's flagship most recent model for long-distance transport, equipped with the spacious Active Space cabin for maximum comfort. Through meticulous design and engineering collaboration, the IVECO S-Way in Euro Truck Simulator 2 offers an unparalleled level of authenticity. Players can customise their truck with 22 pre-configured factory colours, including the signature launch Green Metallic colour, and a choice of interior trim options. Further personalisation is available with a range of accessories, including multiple fuel tank and front grille options. From its dynamic exterior styling to its state-of-the-art cabin, the IVECO S-Way delivers a driving experience that mirrors the performance and innovation of the real vehicle.

IVECO is proud to partner with SCS Software to bring the IVECO S-Way to a passionate and engaged gaming audience, delivering an extraordinary experience that captures the spirit of innovation and performance.

IVECO

IVECO is a brand of Iveco Group N.V. (EXM: IVG). IVECO 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. IVECO's full-line offer is designed around the Driver's needs to ensure 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 manages production sites in 7 countries throughout Europe, Asia, Africa, Oceania and Latin America. 3,500 sales and service outlets in over 160 countries 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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