

Press Release

IVECO S-Way Wins Prestigious Red Dot Award 2024 for Product Design

Turin, 13 June 2024

The IVECO S-Way has been recognized with the coveted **Red Dot Award: Product Design 2024**. One of the world's largest design competitions, the Red Dot Award has become established as one of the most sought-after recognitions, awarded by a jury panel of about 40 international experts who meet annually to identify the year's best products. The qualities judges take into consideration in their decision are the product's functionality, its aesthetics, ease of use, sustainability and responsibility. This year, the jury honoured the IVECO S-Way Model Year 24 for the quality of its design, particularly noting how its *"customisability highlights the premium claim of this lorry, while the careful design of its dashboard is convincing"*.

"We are delighted that the Red Dot Award jury recognized our customer-centric design that reflects the premium quality of the IVECO S-Way and effectively combines aesthetics, function and innovation" says **Marco Armigliato, Head of Industrial Design, Iveco Group**. *"We focused the design of the front grille on providing a premium feeling and a fully customizable colour combination to give our customers' the opportunity to personalize their vehicle to match their fleet's brand identity. Inside the cab, the design of the driving and living space was shaped by the driver and their activities. Every element of the dashboard was carefully studied. For example, the graphic design of the Digital Cockpit was developed to ensure the best balance between cutting-edge aesthetics and optimal readability."*

The awarded IVECO S-Way, launched to the international markets in November 2023, was **"born and built around the customer"**. Its cab interior is designed to provide a superior onboard living experience, featuring excellent ergonomics, a customisable dashboard with a choice of materials and colours, and a fully digital cockpit with TFT instrument cluster, infotainment and mirrorless cameras. The exterior design combines style with functionality, with a host of features that include the customisable 3-piece grille. The IVECO S-Way is complemented by an eco-system of services guaranteeing vehicle uptime and efficiency, driver safety and environmental protection.

The award ceremony will take place on 24 June at the Red Dot Museum in Essen, Germany. The IVECO S-Way will be featured in the Red Dot Design Yearbook and the winners' area of the Red Dot Awards website. Its design will also be showcased in the exhibition at the Red Dot Design Museum Essen.

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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