Press Release

IVECO and Ital Car SA supply 12 IVECO S-Way units to SMID Group in Tunisia

IVECO and Ital Car SA deliver to SMID Group 12 IVECO S-Way, the flagship of the IVECO heavy-duty range for on-road missions

Megrine, 10th December 2024

IVECO and Ital Car SA, one of the official IVECO dealers in Tunisia, just started the delivery of **12 units IVECO S-Way,** to Sanabel Carthage, a trademark of SMID Group at their facility in Megrine. SMID Group plays a vital role in the area as one of the leaders in the Tunisian market of the agro-food industry. A delivery ceremony was held for this occasion.

The 12 units are all **IVECO S-Way road tractors, model AT440S43 4x2** and will join the existing fleet (light, medium and heavy range) for the mission of raw material supply and the delivery of their products to the final customers. In addition, Ital Car SA supplied also 2 **Eurocargo ML180E28** units.

SMID Group is specialized in the milling and pasta industries while also operating in various other sectors, including international trading, real estate development, and distribution. Milling has been the company's core activity since 1992, and in 2018, SMID expanded into pasta production using state-of-the-art Italian equipment.

Ital Car SA is one of the official IVECO dealers in the Tunisian market offering the IVECO full range. Italcar relies on its own direct sales force in its retail and after-sales service activity (workshop and original spare parts) mainly based in Tunis and also in Megrine where the company is headquartered. Ital Car SA is also supported by an extensive network of sub-dealers covering the entire Tunisian territory to offer the same sales and service as close as possible to the customer. Ital Car SA employs almost 200 people whose technical qualification is ensured by continuous training and offer to customers a service according to international standards.

Slah Guelmami, Ital Car SA Sales Manager, commented**:** *"We are proud to start this important partnership with SMID Group, a distinguished leader in Tunisia's business sector. The delivery of this initial fleet of IVECO S-Way vehicles will support their business supported by a tailored aftersales service, ensuring uninterrupted uptime for their growing fleet. Furthermore, this marks the beginning of an exciting cooperation between Ital Car SA and the SMID Group."*

Hichem Mechim, IVECO Business Manager for Tunisia, stated**:** *"The announcement of the first delivery of our IVECO S-Way trucks marks a significant milestone. I commend the Ital Car SA team for their efforts and thank the SMID Group for placing their trust in our product. I am confident that this is the beginning of a long-term partnership with this esteemed company."*

IVECO S-Way the driver-centric heavy-duty truck

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 high reliability of 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 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.

Designed to maximise fuel efficiency

In redesigning the cab from the ground up, IVECO has taken every opportunity to deliver cost savings and productivity gains to the benefit of the **owner's profitability**. All the elements of the new design work together to achieve a superior **aerodynamic performance** and deliver fuel savings up to 4% on top of the outstanding fuel efficiency that is the hallmark of this product family.

Every detail of the cab exterior has been studied with care to minimise air resistance.

The **new roof** is perfectly integrated into the front end of the vehicle, presenting a flat surface that minimises drag. Even the **retractable front step** that provides easy access to the windshield completely disappears when not in use. The **front grille** with high radius corners and side fins, the integrated headlights, the **new bumpers** design with integrated

deflectors, together with the new design of the wheel arches, create flowing lines that **optimise air flow** – and make a statement with a distinctive style.
The vehicle's aerodynamic performance is further enhanced by additional features that reduce drag by closing gaps. They include the optimised aerodynamic kit with rubber extensions to close up the space between tractor and semi-trailer.
The **new design of the door**, which extends all the way down to the second step, creates a smooth surface on the sides of the cab, reducing turbulence at cruising speed.

A new cab designed around the driver to provide superior driving comfort on board

The IVECO S-Way carries over all the advances introduced in the previous generations and adds a new cab entirely redesigned around the driver to provide the ultimate driving environment with **outstanding ergonomics and controls layout**.
The ergonomic layout of the controls ensures all the key functions are within easy reach of the driver. The multi-functional steering wheel, with 22 switches, puts all the necessary functions at the driver's fingertips. This set-up eliminates distractions for the driver who can operate without ever needing to move his hands from the steering wheel.
The **dashboard** and central stack have been redesigned to improve operating comfort and efficiency with a new layout and greatly increased functionalities. The new **Start/Stop** engine button and the slot for the electronic key with integrated remote control are conveniently placed on the dashboard near the DNR area.
The **redesigned roof**, lower tunnel and shaped upper shelf provide a comfortable **standing height** of 2.15 metres in the centre of the cabin, while the upper longitudinal usable space is 35 cm wider than in the previous model, providing easier access to the upper bed and compartments.
The **night area** combines functionality and comfort with its new symmetrical layout and well-placed storage, USB connections and controls.
The **air conditioning system, and integrated parking cooler and heater systems** ensure an ideal internal climate within the cab in all weather conditions, when driving or during stops.

Designed for driver safety

The IVECO S-Way has been developed with a strong focus on the driver, and the new cab has been redesigned and reinforced to ensure high levels of passive safety, with mechanical resistance compliant with **ECE R29.03 cab crash standards**.
The new design also provides much **improved direct visibility** for the driver with the one-piece side windows and rear-view mirrors. The IVECO S-Way also offers **full LED lights**, which have a much sharper beam that carries further,

improving visibility and obstacle perception by 15%, further enhancing safety in low-light conditions. In addition, the IVECO S-Way features a complete array of Advanced Driver Assistance Systems to help the driver operate the vehicle efficiently and safely while reducing fatigue on the road. The cab also addresses security when the vehicle is parked with the new design of the door which now extends all the WAY down, leaving only the bottom step exposed, and includes an additional mechanical **door lock** inside the cab.

A renewed line-up for high business productivity and TCO performer

The new engine line-up meets Euro III/ V emissions standards. The Cursor 9 and 13 engines provide a wide range of power ratings starting from 360 hp to 560/570 hp. The engine efficiency has been improved with introduction of Common Rail injection system.

The 9 and 13-litre engines have been coupled with new, high-efficiency Hi-Tronix 12 speeds automated gearbox which enables substantial improvement in electronic clutch control, resulting in greater efficiency, enhanced durability and better performances.

Additional features contribute to the IVECO S-Way's fuel economy. They include the new Ecoroll function which automatically disengages driveline in smooth slope to exploit vehicle inertia, Ecoswitch which optimizes engine power/torque output according to vehicle load and mission, and Tyre Pressure Monitoring system to keep under control the pressure of each tyre for increased safety and fuel efficiency.

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:

IVECO S.p.A.
Via Puglia 35
10156 Turin, Italy
www.iveco.com

IVECO Press Office – Africa & Middle East
Anna Pancaldi
E-mail: anna.pancaldi@ivecogroup.com

IVECO S.p.A.
Via Puglia 35
10156 Turin, Italy
www.iveco.com

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