

Press Release

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IVECO Daily cab chassis sales soar in 2023

Sales of IVECO's Daily light truck cab chassis range continued their upward trajectory in 2023, with the model cementing its position as Australia's favourite European manufacturer within the segment.

According to Truck Industry Council full year data for 2023, IVECO Daily achieved 1199 sales for the year, up 319 units or 36.25 per cent on the previous year, and it happened in a segment that contracted by 1.6 per cent in 2023. The data includes sales of IVECO's unique 70C cab chassis; with a 7 tonne GVM boasting a generous 4 tonne payload, no other European player offers this weight classification in the Australian market.

The strong overall performance was in part due to a model refresh last year that saw Daily provide additional safety and comfort features for prospective owners, along with revised styling that further built on the range's already strong credentials.

Given its configuration where the driver and front passengers are seated behind the front wheels rather than directly on top – as is the case in traditional cab over light trucks – the Daily offers a more supple and compliant ride, and car-like driving experience.

It is benefits such as this, along with robust truck underpinnings and a full suite of safety equipment that is seeing more buyers than ever consider the Daily range, according to IVECO National Manager – Light Sales, Ben Osborn.

"There's a growing awareness in the market about the advantages that Daily provides owners compared to many of its competitors," Mr Osborn explained.

"Along with having the right specifications for a range of demanding applications – including availability of features such as rear differential lock and rear airbag suspension – the IVECO Daily is

also extremely comfortable, ensuring less fatigue for owners who spend long hours behind the wheel either as part of their vocation, or simply getting to and from the work site each day.

“Variants such as the work-ready single and dual cab Tradie-Made models which come with fully built aluminium trays straight from the dealership, are also providing flexibility and extra convenience for buyers.”

Mr Osborn said that an increasing range of support offerings were also available for Daily, helping to provide lower total cost of ownership benefits and additional peace of mind for owners. These services include optional extended warranties, IVECO Maintenance Agreements and in-house financing.

“Many customers are now looking for complete solutions from their commercial vehicle purchases, allowing them to concentrate on their core businesses while letting IVECO manage and support their truck through its lifecycle,” he said.

“This interest in a hassle-free ownership experience extends to the way they’re purchasing their vehicles – customers who don’t require a specialist body are increasingly opting for the efficiency of a completely built truck. IVECO is looking to do more in the ‘work ready’ space in 2024.”

IVECO will also add to the Daily line-up in the coming months with the release of its new 7 tonne 4x4 range, while a preliminary allocation of its electric eDaily range which previewed at last year’s Brisbane Truck Show, will also begin work with selected customers.

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IVECO Trucks Australia

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.

IVECO operates six manufacturing plants and seven 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 about IVECO Australia:

www.iveco.com.au

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www.iveco.com

Media Enquiries:

David Garcia, Content Vault

T: 61 409 805 389

mail: david@icontenvault.net.au