

The Stralis Hi-Way cabin: a first class lifestyle for truck drivers



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- Super-equipped with a range of customized features
- Elegant design options
- State-of-the-art video and sound systems
- Advanced safety and security systems
- Lavazza espresso machine

Named the **2013 International Truck of the Year** at the Hanover Motor Show, the **new Stralis Hi-Way** is the latest generation in Iveco heavy-duty road vehicles. It offers a series of important advantages which include: reduced fuel consumption, lower maintenance costs and enhanced reliability and quality.

While the Stralis Hi-Way is predominantly recognized in the industry for these qualities, its stylish side also calls for attention. A series of specially customized options let operators personalize the cabin, resulting in a

Press Release



superior on board environment designed to render the driver lifestyle increasingly more modern, versatile, comfortable and appealing.

A series of on board add-ons

From class-leading ergonomics to comfort, safety and infotainment, the possibilities are virtually endless for transforming the cabin of the Stralis Hi-Way into the ideal working environment.

Life behind the wheel of this vehicle has an appealing advantage thanks to a line of innovative accessories from the **Iveco Shop** that maximizes on livability and productivity. Designed around the driver, this series delivers an ample set of customized options to enhance the cabin, making it a well-appointed atmosphere with cutting-edge technologies and added comforts.

Style & Tech

Comparable to features found within a “souped-up” luxury SUV or limousine, the **Iveco Shop** offers optional interior dressings with their own distinct mood, color scheme, materials and textures ranging from driver and passenger seat covers to pillows, blinds, mats and mattress covers designed with attractive themes such as: Luxury, Flow, Desert and Orange Racing.

The cabin interface is designed for maximum functionality and durability with high-quality, non-reflective and soft touch materials. The interface’s customization and uniform color promotes the idea of a home that unites the **IVECONNECT Vehicle Control Center** with the interior cabin space for a more comfortable atmosphere.

For tech enthusiasts, **IVECONNECT’s** state-of-the-art **Video and Audio systems** feature a built-in **7-inch touchscreen** with **radio, CD player, iPod/iPhone and mp3 compatible USB socket**, a **Bluetooth®** connection with steering wheel mounted controls and video and audio sockets.

Audio components are an essential part of long-haul missions from radio to traffic reports, to ongoing communication with fleet managers and clients. In response to this fact, the new **Hi-Sound audio system** is designed to



maximize onboard sound quality. It features 520 watt speakers, 700 watt amplifiers and subwoofers with a 400 watt maximum.

The **Hi-Vision system kit**, manufactured in collaboration with Blaupunkt, includes a 19" LCD TV, Dynamic TV Decoder and DVD player, which are all directly connected to the Hi-Sound System.

When it comes to brightening up the interior space, the Stralis Hi-Way cabin can be equipped with the custom **Hi-Light Internal Lighting kit**, which allows drivers complete freedom to choose their preferred interior visibility. The kit includes 8 lights: 4 for the door panel pockets, 2 for the roof side pockets and 2 for the overhead windscreen storage unit.

Comfort & Rest

Whether at the wheel or taking a break, the Stralis Hi-Way cabin can accommodate hundreds of personalized touches to make activities both comfortable and ergonomic.

The Hi-Comfort seats make long trips as smooth as possible. These "captain style" seats are available in leather or high strength technical fabric with the option to install an electronic control system that manages both seat heating and ventilation. The seats can also be tilted down without exiting the cabin during stops, giving the rest area and driver bunk a spacious appeal.

Moving into the "bedroom", the **Driver Bunk** is 80 centimeters wide and two meters long and comes with a nine centimeter thick high density mattress that is supported on ergonomically-designed wooden slats. The back of the bunk can be reclined for relaxing and reading during stops. An additional top bunk can be installed, which is easy to open thanks to an air spring opening system. This top bunk folds into the wall thereby making the cabin all the more spacious.

Advanced Safety & Security

Thanks to the new safety options that can be added to the Stralis Hi-Way cabin, drivers have total command of everything taking place both inside and outside of their workspace.

The **Around View 360°** is an easy-to-use surveillance system that lets the driver review the entire perimeter of the vehicle in one glance. Four real-time processing cameras are set-up on all four sides of the vehicle. Image captures are then transmitted to a control box and displayed on a 7-inch digital monitor installed in the cabin. The driver also has the ability to manually navigate through the different image angles with the use of a joystick. This technology reduces the number of incidents caused by limited visibility thereby increasing the safety of those travelling around the vehicle and saving the transport operator the high potential costs of repair.

The **Alarm System with Call Alert** is another new feature that increases on-board security. This kit features all of the standard features of an alarm system (noise activation, flashing lights and arrows, etc.) along with a dialer that can be programmed to send an SMS to up to up to 10 phone numbers and make an alert telephone call to a mobile device in the event that the alarm goes off. A central alarm and volumetric sensors enable detection along with two remote controls for the driver to turn the system on and off. Two electronic keys are also included in the kit, providing an emergency release for the system.

An additional **fire and smoke sensor** safety device in the cabin guarantees that the driver enjoys the same safe atmosphere of a secure home. And just like the home of any important VIP, the cabin of a Stralis Hi-Way also has its own **ad-hoc safe** for the driver's most valuable items. This impenetrable, key-access box is concealed below the bunk to avoid detection.



Not your typical truck

The ultra-accessorized Stralis Hi-Way cabin challenges preconceived notions regarding the “realm of the trucker”. Forget about filtered gas station coffee, the first buzz item from the accessory line offers an exceptional caffeine fix: a **Lavazza espresso machine** that pays homage to the manufacturer’s Italian origin. This portable machine heats up in two minutes, makes one cup at a time and is designed to fit perfectly into the cabin’s cup holders. It can be custom ordered starting in September 2013.

For a comfortable cool down, an additional, **remote-controlled air-conditioner** can be installed into the roof panel for use when the Stralis Hi-Way is stationary. The system provides the proper temperature and humidity levels for the cabin and is maintenance free with no need to fill it with water.

Next are the array of practical and tastefully positioned **storage compartments** starting with the dashboard area which integrates a handy A4 compartment and drawers for neatly storing items such as maps and books, so that they are readily on hand. Storage compartments in the rest area are lit and can be accessed from both the cabin interior and exterior along with two additional external compartments for tools.

For drivers who want to fix their own meal on occasion, a standard **fridge** is fitted beneath the lower bunk with a bottle rack that fits two 1.6-liter bottles and a .5 liter bottle. The Iveco Shop also offers a maxi-fridge option for long-haul trips with a 50-liter capacity.

Personal items for drivers to accessorize themselves with the vehicle itself can also be ordered such as the **Hi-Portable** duffel bag, which is designed to fit perfectly into the storage compartments. The bag is available in two sizes and matches the theme of the Stralis Hi-Way, a stylish final touch.

The Hi-Class campaign

The deluxe features available for the Stralis Hi-Way cabin are emphasized in a new nationwide advertising campaign in Italy. The “**Upper Class Cabin**” campaign likens the vehicle’s cabin to that of a sumptuous luxury suite. Subtle accents are placed in the suites which are typical of a truck driver’s cabin such as an illuminated license plate, a calendar and a CB radio.

This decadent set of visuals reinforces all of the added comforts and value that the Stralis Hi-Way cabin offers drivers, making them kings of their traveling domains.



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