

PRESS RELEASE

Iveco launches the new Stralis range

The new Iveco Stralis, whose official launch is currently ongoing in Rome, is the latest evolution of the heavy range from 19 to 44 tons. This is the beginning of a new product offensive that will make Iveco a 2007 protagonist in the heavy and light commercial vehicle industry.

The launch follows the mid-January preview in Montecarlo, where Iveco presented its sponsorship of the New Zealand national rugby team – the All Blacks. In that occasion, Iveco had announced the new Stralis would be the first example of the partnership applied to the product range.

New cabin

Iveco is launching a vehicle still further grown in quality, personality and self-confidence. The real innovation with Stralis is mainly the cabin, resulting from the work carried out with great determination, in collaboration with the dealers and customers who took part in the design, to improve its driving comfort and the life onboard.

The novelties can be noticed at first sight. The new radiator cowling has a big grill and wide space for personal customization. The new line style integrates the new bumper in the cowling lines incorporating the headlight clusters in one single dedicated area which facilitates accessibility for maintenance.

On the two bodysides, completely redesigned, now there is a large compartment (with electric power control opening whose size has been raised by 60% compared to the previous Stralis model) and a compartment under the cabin, on both sides, for an overall stowage of 480 litres. The completely redesigned bodysides ensure a Stralis cabin CX improved by 2% despite the larger inhabitable space (+1.8 cubic metres).

The cabin inside, equipped with better climate control system, has been improved in the quality of the stove beds, enlarged and fitted with aluminium access ladder. The folding table surface is now 30% larger compared to the previous version. The volume available inside the compartments has been increased by another 15%. The interior lighting is now more powerful with new roof lamps.

Vast Range

The Stralis range is wide and can meet the needs of different types of missions. There are thousands of possible solutions with a wide pitch selection for excellent vehicle adaptability; manual gearboxes, automated and automatic; rear axle ratios selected for an ideal trade-off between speed and hub pickup.

The range includes 3 engines (by 8, 10 and 13 litres), 3 cabins (Active Day, Active Time, Active Space) and 3 heights (short roof, medium roof, and high roof). All Stralis versions can be matched with several types of suspension – including the full bump air suspensions to adapt the vehicle to the height required by distribution missions or intermodal transport.

Cost of Ownership

Stralis was designed to offer a low ownership cost to the customer given the reduction of the two main vehicle cost items – maintenance and consumption. Stralis has low maintenance costs through decrease of downtime with prolonged oil change intervals, as well as onboard and workshop diagnostics fast and accurate. Cursor Euro 5 engines are a reference in terms of torque, durability, maintenance and operation costs. They also ensure fuel consumption below 2 to 5% compared to the already economic Euro 3 versions.

The new Stralis inspired by the All Blacks

The new Stralis was designed to demonstrate Iveco fundamental values towards excellence: *Commitment* – working with a sense of responsibility for the customer's business; *Reliability* – keeping the promises of the product reliability, life and high safety standards; *Performance* – supporting the customer's business with a vehicle which ensures higher productivity and lower running costs; *Team Spirit* – working alongside the customer for the whole vehicle life. In addition to these typical company values, Stralis defines a product value: *Power* – excellent engines for power and torque, which also ensure fuel economy, thus placing the product as a market leader.

Commitment, Reliability, Performance, Team Spirit and Power: the values that Stralis shares with the New Zealand rugby national team, the All Blacks, the team which in its history has won more than anyone else. To celebrate this value sharing, already sealed by Iveco becoming the All Blacks Official Global Sponsor, on the occasion of its launch the new Stralis was presented with its game dress – the unmistakable black coat with a fern leave and a reference to the tattoos through which the players stress their continuous link with their ancestors' virtues and qualities.

Iveco-All Blacks Roadshow: driven by one spirit

The new Stralis has started travelling all over Europe to meet its public, not only its drivers, but also those who do not drive Iveco yet. But Stralis Roadshow, realized thanks to the sponsorships of Alcoa, Bridgestone, Schmitz Cargobull and Sony, is more than that, as it involves also the people who do not drive a heavy commercial vehicle, thus starting a new relationship based on curiosity and friendship.

A set of small Stralis fleets, for a total amount of 100 vehicles wearing the All Blacks dress, are travelling throughout 26 European countries visiting 250 locations in 200 days, covering an overall distance of 2 millions kilometres.

Iveco

Iveco designs, manufactures, and markets a broad range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as fire fighting, off-road missions, defence and civil protection.

Iveco employs over 24,500 people and runs 27 production units in 16 Countries in the world using excellent technologies developed in 5 research centres. Besides Europe, the company operates in China, Russia, Turkey, Australia, Argentina, Brazil, and South Africa. More than 4,600 service outlets in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

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