



NEW IVECO STRALIS HI-WAY VOTED “TRUCK OF THE YEAR 2013”

The new **STRALIS Hi-Way**, the heavy-duty truck of Iveco, has won the “**International Truck of the Year**” award 2013, the annual trophy of the 25 leading commercial vehicle magazines in Europe for the truck that, according to the Jury, “has made the greatest contribution to road transport efficiency from several different perspectives including: fuel economy; safety; driveability; comfort and a low-environmental ‘footprint’”.

The important award was presented at the gala evening of the **64th edition of the Hanover International Motor Show**, the largest commercial and industrial vehicle show in Europe.

“We are proud of this award. The new STRALIS sets a benchmark in efficiency, quality and value for the customer. The vehicle is a true showcase of our revamped company strategy of being close to our customers, delivering excellent products”, said **Alfredo Altavilla, Iveco CEO**, receiving the award.

The New STRALIS Hi-Way: main innovations in brief

The main features of the new STRALIS Hi-Way are the significant reduction in Total Cost of Ownership (TCO) and the proprietary catalytic reduction system HI-eSCR, developed by FPT Industrial.

Combining the quality of the product with a range of integrated services, including programmed assistance, fleet management and driver training for economical driving, **the new STRALIS can achieve a reduction in TCO of up to 4%** on an international mission with a tractor STRALIS Hi-Way over an average distance of 130,000 kilometers a year, for four years.



The new STRALIS is equipped with **Cursor FPT Industrial engines**, ensuring low fuel consumption and excellent performance. **The unique High Efficiency SCR (HI-eSCR)** catalytic reduction system, designed, patented and produced by FPT Industrial, makes the new STRALIS the only heavy vehicle on the market to meet Euro VI emission limits without the use of EGR. **The FPT Industrial High Efficiency SCR system** reduces nitrogen oxide levels by **over 95%**. The after-treatment technology of FPT Industrial for Euro VI vehicles is unique and exclusive, since it meets the strict limits for nitrogen oxide emissions, without increasing fuel consumption.

The STRALIS Hi-Way comes, in addition, with a thoroughly redesigned cabin. The improved ergonomics and comfort are the product of close cooperation with dealers and customers. The external restyling of the cab has focused on improving vehicle aerodynamics and therefore fuel efficiency, and features a new central grille and redesigned "air deflectors" and a new bumper dam design, among others.

The vehicle incorporates new advanced and integrated telematics services, improved customer services instruments and the most advanced road safety features, such as EBS with the Brake Assistant function, Lane Departure Warning System, ESP, Adaptive Cruise Control, Daytime Running Lights, the new Driver Attention Support function and the Advanced Emergency Braking System.

To improve driver performance, the new STRALIS adds to the already broad range an offer with the unique "**Driving Style Evaluation**" function, an instrument that allows the driver to improve driving behaviour in real time. Additionally, if connected to the **IVECONNECT FLEET** system, this program allows the fleet manager to remotely assess the performance of each individual driver.

The new STRALIS is produced in the Iveco plant in Madrid, Spain, in accordance with the highest standards in manufacturing quality.



Iveco

Iveco, a Fiat Industrial company, 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 almost 25,000 people and runs in 11 Countries in the world using excellent technologies. The company operates in Europe, China, Russia, Australia and Latin America. Around 5,000 sales and service outlets in over 160 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

Hanover, 18th September 2012