



**IVECO**

## Iveco at the 2012 IAA Motor Show in Hanover

Iveco will present multiple novelties at the 64<sup>th</sup> edition of the International Commercial Vehicle Show (IAA), in Hanover from 20<sup>th</sup> to 27<sup>th</sup> September 2012.

The **new STRALIS Hi-Way**, following its official introduction on 1<sup>st</sup> July, will make its debut before a large international audience. In addition, the **new TRAKKER**, with an extensively redesigned cab, will be officially introduced during the show.

Furthermore, together with the Iveco vehicles, will be exhibited the Euro VI engines and the advanced catalytic reduction system **High Efficiency SCR (HI-eSCR)** fully patented by FPT Industrial.

The stand at the IAA will offer the show visitors a complete panorama of the Iveco range, from light-weight to heavy-weight vehicles, and including minibuses, buses and construction vehicles.

The entire exhibition area shows also how Iveco places the customer at the heart of its company strategy. Attention is always focused on creating value for those who, on a daily basis, use the Iveco vehicles for their work. Iveco strives to maximise productivity, quality and comfort, using new technologies which simplify the use of the vehicles, always aiming to reduce the total cost of ownership (TCO).

The stand, covering over 2 thousand square metres, will reflect the colours and materials used for creation of the Fiat Industrial Village in Turin, the first multifunctional centre in the world of Fiat Industrial.

Press Release

### **Iveco heavy-duty vehicles at the Hanover Show**

The focus of attention on the Iveco stand will be on the new **STRALIS Hi-Way**, the heavy-duty vehicle presenting an extremely competitive choice for heavy-goods transport both now and in the future.

Power, comfort, ergonomics and safety are only some of the strengths of the new STRALIS Hi-Way, a vehicle offers customer a number of important advantages and includes a substantial reduction in total cost of ownership (TCO) of up to 4% for ordinary missions. At Hanover 2012, the new Stralis will be exhibited in the Euro V and Euro VI versions.

In the Stralis range, another important new product of 2012 will be shown in Hanover, the **LNG Natural Power** version, a liquid natural gas powered vehicle suitable for medium-distance distribution and night deliveries which, from this year, has been marketed all over Europe.

To complete the renewal of the heavy-duty range, in Hanover the **New Trakker**, the construction vehicle in the off-road range, will have its world premiere. With its highly innovative cab, the new Trakker is able to operate on inaccessible rough ground, relying on its Cursor engines (8 and 13 Euro V) which ensure power and long life for a vehicle that must work 365 days a year without hitches. The new Trakker increases productivity beyond all limits, further reducing the total cost of ownership and minimising running costs.

The Astra brand is also under the spotlight in Hanover with the new version of the **HD9**, the vehicle that represents an essential reference point in quarry/building-site transport for all big construction companies looking for a reliable partner, in terms of both strength and versatility of the vehicles and in terms of customer support.

### **The complete range on show: Daily, Eurocargo and Magelys Pro**

Significant Iveco stand space will also be dedicated to the rest of the range: light-weight vehicles are represented by the New Daily and medium range vehicles by the Eurocargo.

Three **New Daily** vehicles will be exhibited, one of which will be electric, a vehicle that can guarantee high levels of reliability and which adapts perfectly to ordinary urban missions, such as door-to-door distribution and urban passenger transport.

**Eurocargo**, the medium distribution range, will be exhibited on the stand and continues to be the undisputed benchmark for the European market, with a leading position in the 6 to 18 t GVM segment.

The stand will also include passenger transport vehicles. Iveco offers the new **Daily Minibus**, a vehicle which combines the traditionally recognised qualities of the Daily with the attributes of a leader in the passenger transport sector. The vehicle is the ideal solution for customers who operate in the passenger transport sector, both in town and for rapid transfer outside the urban network.

To complete the picture, a **Magelys Pro** will be on exhibit, a vehicle that in recent years has established itself as the leader in the highly specialised Gran Turismo luxury motorcoach segment. High performance, excellent fuel consumption, low environmental impact, superb reliability over time, and, above all, outstanding comfort for driver and passengers alike are features that have been able to win over the most demanding customers.

### **FPT Industrial engines at the centre of the stand; areas dedicated to innovation and services**

In the centre of the stand, in the area dedicated to engine technology, visitors can see the Euro VI engines developed and manufactured by FPT Industrial, the backbone of Fiat Industrial.

With the Tier IV engines for CNH and the advanced catalytic reduction system **High Efficiency SCR (HI-eSCR)**, fully patented, FPT Industrial developed and produced innovative solutions for all the companies of Fiat Industrial, the third biggest company in the capital goods sector.



Confirming Iveco's ongoing commitment to research into new technological solutions and possible future scenarios, there will be **an area dedicated to innovation**, where the technology concept "**Iveco Dual Energy**", a chassis of a light-weight vehicle, a Diesel-electric hybrid, will be exhibited.

Lastly, the stand will also include an area entirely dedicated to **after-sale services**, with the presence of **Iveco Customer Service** and **Iveco Finanziaria**, in order to ensure customers maximum technical and financial support, from the purchase of the vehicle to services right through its working life.

Iveco continues the exhibition of its products in an external area, where vehicles with special equipment will be displayed. These will include an Eurocargo equipped with a fire escape ladder by Iveco Magirus, one of the most important global companies in the sector of fire-fighting and rescue equipment and world market leader in the production of fire escape ladders.

## Iveco

*Iveco, a Fiat Industrial Group company, designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, quarry/construction site vehicles, city and intercity buses and special vehicles for applications such as fire fighting, off-road missions, defence and civil protection.*

*With approximately 25,000 employees, Iveco manufactures in 11 countries around the world using the most advanced technologies. Besides Europe, the company also operates in China, Russia, Australia and Latin America. Approximately 5,000 sales and service points in over 160 Countries guarantee support in any geographic area where there is an Iveco vehicle at work.*

Turin, 30<sup>th</sup> August 2012