

“Daily4Africa”: all the numbers of the Iveco Daily 4x4 mission to Africa

The adventurous tour of the Daily 4x4 in Africa crossed seven countries to promote road safety and finished in Djibouti, in eastern Africa.

Turin, 13 November 2014

Angola, Congo, Zambia, Tanzania, Kenya, Ethiopia and Djibouti: seven countries, an almost 60 days journey, totalling over 11,000 kilometres amid the spectacular backdrop that is Africa. These are the facts that characterise the second edition of the “**Daily4Africa**” tour, the mission carried out by Iveco and Taurinorum Travel Team on board two, specially-equipped Iveco Daily 4x4 vehicles. The objective of this nearly two month journey was to educate and reinforce the concept of road safety with local populations, as well as demonstrating the high performance and reliability of the Daily 4x4, putting them through their paces on African terrain in remote and challenging areas.

The **Daily4Africa project**, a result of the collaboration between Iveco and Taurinorum Team, an agency specialised in large-scale adventure projects for documentary purposes, helps to promote and consolidate the message of safety and correct behaviour on the road, a central theme of Iveco’s communication. This has been the subject of numerous international activities over the last year as well as the launch of the collaboration between Iveco, Iveco Bus, New Holland Agriculture and Case Construction Equipment and the International Automobile Federation (FIA) for the FIA Action for Road Safety campaign. Safety is a fundamental value for Iveco: technology applied to advanced safety systems is an essential tool for protecting the driver, other road users, the vehicle and its cargo.

The expedition, which started in mid September from Luanda, in Angola, reached Djibouti City, in the Republic of Djibouti, after crossing seven African countries and stopping off at the main Iveco dealers distributed over the territory. During each leg the vehicle was presented to key media outlets, customers and the public, along with organised test drives.

The entire expedition was documented both by video and photographically. This media has been published on the dedicated website www.daily4africa.com and on the Taurinorum Team Facebook page (www.facebook.com/TaurinorumTeam), which to date has over 16,000 followers.



PRESS RELEASE

Iveco in Africa

The arrival in Djibouti also provided the opportunity to take part in the official opening of the new “Al Ghandi” premises, one of the brand’s most important dealers in the Middle East. Al Ghandi is now expanding their presence in the horn of Africa, looking for new business opportunities in the area. They also recently celebrated over 25 years of collaboration with Iveco.

“An important addition to Iveco’s comprehensive distribution network in Africa, this latest development confirms the growing importance of this area for the company” – commented Luca Sra, Iveco Sales Manager for Africa and the Middle East.

Iveco is present in Africa with an entire range of models produced for the local market and operates via 74 dealers and over 100 commercial outlets. In addition, there are over 120 centres providing after-sale support to customers all over Africa. The Iveco product range for the African market has been redesigned and adapted to local needs, offering the best performance to cope with extreme weather and road conditions.

Daily 4x4

The Daily 4x4 is a vehicle suitable for every conceivable task, even on the roughest terrain, thanks to its extreme sturdiness, performance and reliability. Its elevated chassis ensures that the driver has an excellent field of view, a fundamental advantage in situations in which off-road can mean the total absence of a road surface. The approach angle of 50°, the ramp angle up to 30°, the angle of departure up to 41° and the stream-crossing capacity of 660 mm confirm that the vehicle is truly able to go anywhere. Its cab stands out for its comfort. The main controls and the controls for the transfer case are positioned in an optimal manner in terms of ergonomics.

The heart of the Daily 4x4 is the F1C engine with four in-line cylinders, giving it a total engine size of 3 L that delivers 146 hp and 350 N/m of torque from 1,400 to 2,600 rpm. The Daily 4x4 is available at two gross vehicle weights (3.5 t and 5.5 t), and with either a short or long wheelbase (3,050 mm or 3,400 mm). It can also be customised with either a day cab or crew cab. The 3.5 t versions have a plated weight of 2,250 kg on the front axle and 2,800 kg on the rear axle, while the 5.5 t versions have plated weights of 2,450 kg on the front axle and 3,700 kg at the rear.

The Daily 4x4 occupies a place in a very important niche market: commercial 4x4 vehicles represent a market that has been growing for years, which confirms the increased interest in professional four-wheel drive, with vehicles capable of going anywhere, utilised primarily for special applications.

Iveco

Iveco is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). Iveco designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, and vehicles for applications such as off-road missions.

The brand's wide range of products include the Daily, a vehicle that covers the 3 – 7 ton vehicle weight segment, the Eurocargo from 6 – 16 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, with the brand Iveco Astra, builds mining and construction vehicles, rigid and articulated dump trucks and special vehicles.

Iveco employs close to 21,000 individuals globally. It manages production sites in 7 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 4,200 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.

For further information about Iveco: www.iveco.com

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