



## New Eurocargo: The truck the city likes

*Even more stylish, eco-sustainable, safer, more comfortable, more efficient and more manoeuvrable. Cities love the new Eurocargo: the truck which respects people and the environment in which it works.*

*Together with the heavy duty Stralis and light duty Daily, the new Eurocargo completes the evolution of the Iveco range. Produced at the Silver World Class Manufacturing (WCM) facility in Brescia, Italy, the new Eurocargo is set to venture out to cities around the world, as the ideal business partner.*

The celebration of Iveco's 40<sup>th</sup> anniversary this year sees the launch of the new Eurocargo, the truck the city likes. Eurocargo is the ideal partner in urban missions: respectful of people and the environment, featuring all new functionality and design. It is a vehicle that offers lower fuel consumption whilst confirming its super and steady handling and versatility.

Just two years after the launch of the Euro VI version, Iveco has made further improvements to a vehicle which has already been chosen by half a million customers in Europe, Africa, Middle East, Australia and Latin America.

Eurocargo is the technology and market leader in Europe, and the new model offers important innovations in terms of engines, safety, comfort, cost reduction and environmental sustainability, thus completing the evolution of the Iveco range, and following closely on the success of Stralis and Daily, which won International Truck of the Year 2013, and International Van of the Year 2015, respectively.

**Pierre Lahutte, Iveco Brand President**, said: *"Our new Eurocargo is the truck that the city likes. A vehicle that has something to be appreciated by everyone: cities like it because it is sustainable, owners like it because it is efficient and has a low total cost of ownership (TCO), drivers like it because it's a true "office on wheels"- comfortable and multi-functional, easy to handle and ergonomic to work in".*

The new Eurocargo is the only Euro VI medium range vehicle in its category to adopt a single anti-emission system, the **HI-SCR system** with passive diesel particulate filter (DPF). The HI-SCR is the only emission control system which does not change the combustion process – because it works through fresh air intake rather than exhaust gas recirculation.

Medium range vehicles are mainly used for missions such as urban distribution and municipal services: this is why Iveco has set performance improvement and fuel consumption reduction as a

top priority. With a range of eight engines, the new Eurocargo adopts two Iveco Tector 5, 4-cylinder, 160 and 190 hp engines, optimised to suit the typical operating conditions of urban missions.

Moreover, thanks to the development of a new turbocharger, as the compression ratio and torque output increase at speeds below 1,200 rpm, Eurocargo is able to respond more dynamically when accelerating and upon start up, which results in **fuel savings of up to 8%**.

Lastly, thanks to the **EcoSwitch** system, which lengthens sixth speed engagement times and limits down-shifting into fourth, and the **EcoRoll** function (offered on 12-speed transmissions) which takes advantage of vehicle inertia in downhill situations, Eurocargo reduces fuel consumption when on extra-urban routes and long runs.

**Safety is also at the heart of Eurocargo's renewal:** in addition to the steering wheel airbag and steering wheel controls, the new Eurocargo is available with all the key driving assistance systems, such as the Lane Departure Warning System (LDWS), Advanced Emergency Braking System (AEBS) and Adaptive Cruise Control (ACC). To improve safety and visibility when driving, LED Daytime Running Lights (DRL) have also been adopted as standard. Xenon headlights can be specified as an option.

Eurocargo not only incorporates many new features, it is also built around an entirely new design – which reflects the style pioneered by Daily – with new air deflectors and the new front grille that traces a smile beneath the large brand name in the centre.

The advertising campaign that will accompany the new Eurocargo, along with the slogan "**The truck the city likes**", places the vehicle as a central figure in urban settings. The vehicle can be driven with ease in the city, a city that everybody wants call home, a city that merges and becomes a perfectly integrated part of the everyday lives of the public.

*"The new Eurocargo - said Pierre **Lahutte** - is the ideal partner in the city: it is respectful of people and the environment; it offers a substantial update in design, safety and functionality; it consumes less fuel and consequently reduces CO<sub>2</sub> emissions. Finally it maintains the same manoeuvrability with improved engine torque and driver comfort. As declared in our new pay-off "Iveco: your partner for sustainable transport", that positions us as one of the most eco-friendly truck maker in Europe as well as throughout the world, with the new Eurocargo Iveco confirms his engagement for sustainable transport".*

## **New Eurocargo: industry trends**

To further improve Eurocargo, Iveco has followed the same path that has led this model to outstanding success over many years: unremitting focus on market evolution and customer needs. The new Eurocargo anticipates the mega-trends that are driving change in the world economy: first of all, urbanisation, because the global population continues to grow and the movement of goods within metropolitan areas will increasingly be a vital factor to sustain both trade and living standards.

Energy management is at the core of Iveco's research and development. Iveco has worked both to reduce the consumption of traditional diesel engines and to promote the use of alternative fuels, becoming the European leader in natural gas with the widest range of compressed natural gas (CNG) and liquefied natural gas (LNG) powered commercial vehicles on sale and the most extensive running park in Europe: totalling 5,500 Iveco Bus vehicles and 8,500 Iveco vans and trucks in operation.

The growing demand for safety and wellness also embraces the world of transport. Iveco's new-generation vehicles are increasingly safer and even more comfortable, and help to evolve a more rational and fuel-conscious driving style. Moreover, thanks to the clever use of new telematics systems, they are becoming "smart trucks", ready to interact with fleet management and traffic control infrastructures.

All this perfectly fits into Iveco's brand values: **Technology, reduced Total Cost of Ownership (TCO), Sustainability and an ever-enhanced Business partnership** with customers – that makes the brand a wise choice in terms of efficiency, productivity and versatility.

## **Eurocargo new design: the urban face of transport**

Drawing inspiration from light commercial vehicles and the Daily style in particular, the new Eurocargo is "the truck the city likes", with a modern and dynamic image. With the new design, Eurocargo has become better integrated with Daily, to underline their closeness to each other, and to the urban environment.

The concept of style takes the shapes from the most recent product of the Iveco range and translates them into a line of modern truck that the city likes. Proof can be seen in the distinct V front profile that

conveys a dynamic feel to the line; in the continuous contours that avoid fragmentation of the elements and in the horizontal development of the shapes that accentuates the sensation of width and solidity.

Elements that have been externally restyled include the front grille, side deflectors, bumper that houses the **Advanced Emergency Braking System** (AEBS) radar, headlights with built-in LED DRL and Xenon headlights.

Iveco logo remains the only protagonist of the front of the vehicle, while the Eurocargo name now sits on the doors. The side badging aligns with the new styling cues indicating the total mass in kilograms and the horsepower.

All this has allowed Iveco to improve **the Cx by 2%**, contributing significantly to reduction of fuel consumption during extra-urban and motorway use.

Internally, the vehicle conveys a feeling of spaciousness and freedom of movement: passage from the driver's seat to the passenger seat is facilitated by a flat, compact console and by the limited size of the engine tunnel, allowing an excellent cross-cab access. This also ensures that the driver can easily exit and descend from either the right or the left.

The steering wheel features an all new ergonomic and stylish design, new soft-touch materials, and new controls for air conditioning, lights and automatic and automated transmission. The main novelties also focus on safety by implementing an airbag into the steering wheel, for a whole new safety function. The steering wheel controls for both the audio and connected Bluetooth™ devices promote road safety and enable the driver to focus their attention on the road.

The vehicle also features new elements conceived to improve quality of life on board. The dashboard has been shaped on the needs of connectivity and now provides a unique and versatile solution: the area in the centre of the windscreen adjacent to the Lane Departure Warning System (LDWS) camera can be customised with a smartphone mount. This same point also features USB charging ports. A removable screen can be installed on demand for the telematics system, which is an option available for the new Eurocargo.

## **Comfort and ergonomics: new Eurocargo is an office on the move**

On the new Eurocargo, all features have been designed around functionality: from the shape and position of the controls, to the radio and phone functions controlled directly from the steering wheel.

The new Eurocargo makes life on board easier and more convenient: its interiors feature numerous compartments and pockets for storing objects and documents, the central console has two ½ litre bottle holders, a 12 V plug and (on request) a compressed air line, in addition to special compartments for cards and a hanging rail.

The interior is equipped with seats which have a brand new electro-welded fabric design. There is a new “high-comfort” air suspended driver's seat, available upon request, with a fully adjustable backrest, height-adjustable seat belt, heating and ventilation.

The new Eurocargo's cab is most comfortable for every mission: short for agility when moving through the city, long (even with high roof) for housing one or more bunks and baggage necessary, double to transport the work crew along with tools and materials.

## **On-board telematics: stay connected even on the move**

The pursuit of efficiency also makes use of advanced and easy to use control devices which help to provide a productive work environment.

Eurocargo is equipped with an advanced telematics system with the goal of providing all the tools necessary for the integrated control of all operations. Information is collected and analysed remotely: access to an intuitive portal allows the fleet manager to monitor a number of factors such as vehicle use and detailed management of drivers and their driving style, whilst also making it possible to plan work flows and individual activities.

Each aspect is assessed through performance indicators, which are essential to reduce costs and increase efficiency in all areas. The fuel and the limits imposed by regulations are the main cost related factors, which can be reduced through professional management of the work vehicles and the drivers. The drivers strongly contribute to the efficiency of the vehicle.

The Eurocargo cab is a multi-functional hub – fitted with all technical features that are necessary to stay connected while on the road. For personal devices, the new Eurocargo is pre-configured for seamless integration with most smartphones, tablets and GPS navigation systems. For professional services, the new telematics offer is modular and can be upgraded at different levels: with the

optional Iveco UTP Telematics Box, which allows remote data collection and reporting for basic fleet management services and with advanced services, provided by Iveco, through the partnership with an international sector leader.

To support the customer in improving productivity, Iveco has worked extensively to define a telematics solution which is able to maximise the service offering. Indeed, by installing on board the **Iveco DriverLinc display**, the fleet management services features are enhanced. DriverLinc allows structured communication flow between the driver and back office, providing timely information for a prompt reaction. Driverlinc also adds tools to improve fuel efficiency, such as the “driver coach”, which supports the driver in improving his performance in real time.

The “Advanced” service level includes state-of-the-art features to support the driver, both on-board and off-board: such as a detachable tablet that can manage functions ranging from navigation to job orders and signature capturing.

The “Driver Coach” function helps to reduce fuel consumption, providing advice on how to save fuel. It does this by comparing performance with assigned objectives and supplies real-time feedback based on a set of 13 different driving style indicators. The Android platform guarantees shorter release cycles and easy customisation, allowing a high level of personalisation in job assignments.

### **Safety: the importance of prevention**

At the core of the Eurocargo renewal is safety, because some new important electronic features will become mandatory starting from November 2015.

Thanks to the most advanced technologies on the market – developed through extensive tests – the new Eurocargo offers greater safety on the road for the vehicle, its load and the driver. For the first time ever, the new Eurocargo features an airbag integrated into the steering wheel, but, above all, focus goes to the crucial driver assistance electronic devices.

In addition to the steering-wheel airbag, the New Eurocargo is equipped with all the key driving assistance systems.

The **Lane Departure Warning System (LDWS)**, coming as a standard, warns the driver when the vehicle is about to unintentionally change the lane. Thanks to a camera installed on the windscreen,

the system can recognise the road markings and will sound an alarm when the vehicle drifts without the use of indicators, either to the left or to the right.

In addition to the **Enhanced Vehicle Stability Control (EVSC)** safety device already standard on all versions from 12 to 19 tons, the New Eurocargo features the **Advanced Emergency Braking System (AEBS)**, which is compliant with the legal requirements coming into force in November 2015, and measures the distance from the preceding vehicle, calculates the time for a potential collision and triggers a double alarm before automatically braking.

The Advanced Emergency Braking System is an active safety system aiming, at least at mitigating, and possibly at avoiding collisions.

Thanks to the Enhanced Vehicle Stability Control and Advanced Emergency Braking System applications, the **Adaptive Cruise Control (ACC)** is now available on the new Eurocargo. The Adaptive Cruise Control is another safety/driving comfort feature which automatically maintains the distance from the preceding vehicle, by adapting cruising speed using the several functionalities (radar, throttle, engine brake and brakes).

To improve safety and visibility when driving, also **LED Daytime Running Lights** have been adopted as standard lights. Xenon headlights are also available on request.

## **Iveco HI-SCR system: the most efficient Euro VI technology**

Regeneration? No thanks.

This is the theme of Iveco's European media campaign to communicate the efficiency of its HI-SCR technology for the post-treatment of exhaust gases. Iveco's solution without exhaust gas recirculation (EGR) offers many advantages such as reduced fuel consumption and extended diesel particulate filter (DPF) life and safety.

HI-SCR is an Iveco exclusive technology, the only emission control system which does not alter the combustion process, because it works through fresh and clean air intake rather than exhaust gas recirculation (EGR). This means that the combustion temperature is higher and the percentage of particulate is so low that an active DPF is not needed.

The new Eurocargo is the only vehicle to adopt this innovative technology in the medium truck sector. All Eurocargo vehicles powered by Iveco Tector 5 and Tector 7 Euro VI engines do not have any exhaust gas recirculation. The combustion process is, in fact, optimised according to highest energy efficiency.

As well as having positive effects on fuel consumption, this clean combustion minimizes the formation of particulates while nitrogen oxides (NOx) are reduced by the innovative selective catalytic reduction (SCR) of the post-treatment system which achieves a NOx conversion efficiency of about 97% (Hi-SCR).

The advantages of this technology are numerous, first of all the **driver safety**: no action is required by the driver as there is no need to make periodic stops for DPF forced regeneration – thus providing significant benefits in terms of total cost of ownership.

The DPF is a filter that captures particulate; when the filter is fully clogged, it needs to be regenerated, by elevating the exhaust temperature and injecting fuel to burn off combustion residues and carbon deposits. The over-heating of the DPF during active regeneration may create a condition of potential danger for people and objects in the immediate environment, when they get too close to the device.

The HI-SCR of the new Eurocargo, instead, requires only passive DPF regeneration, that continuously cleans itself at lower temperatures, without additional energy and during normal operation.

**Customer** benefits also include **greater efficiency and lower fuel consumption** thanks to optimised combustion without EGR and the extraordinary conversion ratio of about 97% of the SCR system. There is **no need for injecting additional** fuel to burn the particulates. In this way both fuel consumption and thermal stress of the post-treatment system are reduced.

A single compact system instead of two also means fewer components, less complexity and less weight for a considerable gain in payload. The elimination of the EGR system results in better performance with smaller displacement engines compared to the competition.

The entire system HI-SCR is optimally positioned on the chassis to allow maximum bodybuilding flexibility, making the new Eurocargo ideal for most body types, including box vans and curtainsiders, refrigerated bodies, tanker bodies and many other configurations.

These advantages are applicable across the entire Iveco Eurocargo, Stralis and Trakker ranges.

## **The components of the proprietary HI-SCR system**

The exhaust gas post-treatment system of the Iveco Cursor and Tector Euro VI engines consists of an oxidation catalyst (DOC) and a diesel particulate filter (DPF) with no active regeneration. Downstream of the DPF are, in sequence, the urea metering device, the high turbulence mixing pipe and the SCR catalyst. A final catalyst (CUC, Clean-up Catalyst) eliminates any residual ammonia content in the exhaust gases.

To implement this technological innovation, Iveco has exploited the unique experience of CNH Industrial, sector leader with 500,000 on-road and off-road SCR systems, marketed by its brands since 1996.

## **Efficiency: Diesel fuel consumption reduced by up to 8%**

To further enhance the Eurocargo's city-friendliness, the Iveco platform focuses on urban use, to make working in town and city environments easier and more cost-efficient, and to focus on sustainability, with the objective of a best-in-class payload to emissions ratio.

In order to reach both targets, Iveco developed for the new Eurocargo two new 4-cylinder engines at 160 and 190 hp, specially designed for city work. Thanks to the new pistons, the new injectors and the faster response of the new turbocharger, their compression ratio has risen from 17 to 1, to 18 to 1.

This improves the torque output by 8% in typical urban operating conditions – that is, in the range just over 1,200 rpm. The maximum torque of the two engines is now of 680 Nm and 700 Nm respectively, and maximum power is delivered at 2,200 rpm instead of 2,500 rpm.

Drivers can better exploit the higher engine torque at lower rpm, and this results in a greater response rate in acceleration and pickup. This means **improved driveability, fuel savings and reduced CO<sub>2</sub> emissions**.

In addition to this, the new Eurocargo offers a most innovative fuel economy package. On the new Iveco Tector 5 engines, this includes an appropriate driveline eco-strategies that bring a further saving of nearly half a point, a “smart fan”, based on an electromagnetic clutch, that disengages the device when cooling is not needed and a new low-viscosity oils for engines and axles, that reduce friction.

The engine oil recommended for new Eurocargo is PETRONAS Urania FE LS 5W-30. This is one of the top products of URANIA range because its formulation is fully synthetic and Low SAPs in order to meet the severe emission limits of Euro VI regulations and ensure the best protection of engine. Other important features of URANIA FE LS 5W-30 are the high fuel economy properties that contribute significantly to the TCO reduction of new Eurocargo.

The efficiency improvement versus the Euro VI Eurocargo (about 5% on average) reaches **8% in the urban multi-drop mission**, an advantage both in terms of TCO and sustainability. A similar fuel economy package has also been developed for the 6- cylinder Iveco Tector 7 engines, which is particularly significant for urban use, but also delivers excellent fuel economy on extra-urban and motorway missions.

For automated transmissions Iveco has introduced **new eco-strategies**: the **EcoSwitch**, which holds the 6th gear longer and limits down-shifting to 4th gear (instead of 3rd as in standard configuration), and (on 12-speed transmissions) the **EcoRoll function**, which takes advantage of vehicle inertia in downhill situations. As a result, the new Eurocargo fully reaches our target to provide outstanding fuel savings on urban distribution missions.

### **The new Eurocargo Natural Power**

The new Eurocargo will also be offered in a **“super-eco” 210 hp version of the 6-litre Tector engine, running on compressed natural gas (CNG)**. Thanks to the redesign of ignition coils, blow-by valve, pistons and rings Iveco has obtained significant benefits in efficiency, emissions and maintenance.

The vehicle also delivers improved performance – with power at 204 hp and maximum torque at 750 Nm. Already compliant with Euro VI step C emission requirements, it can enter restricted areas in city centres, a key advantage in multi-drop missions.

The advantages offered by natural gas technology are numerous, both from the environmental and economic sustainability point of view. In terms of environmental protection, methane propulsion is the most efficient technical solution available in the near future to solve pollution related problems in urban areas, making it the only true alternative to petrol and diesel fuels.

In terms of emissions, natural gas is a "clean" fuel thanks to **10% less CO<sub>2</sub>, 35% less NOx emissions** than their diesel equivalent and **95% less particulate matter**.

Moreover, natural gas Eurocargo models are extremely silent, and this makes it perfect for night-time urban services.

### **New Eurocargo: a complete offer of spare parts and services**

To support new Eurocargo customers, Iveco's Parts & Service division has placed a special focus on ensuring a full on-line catalogue definition and genuine parts availability for the New Eurocargo 100% guaranteed at launch. This ensures this new vehicle generation is fully serviceable from day one.

With the launch of the new Eurocargo, a special focus has been put on enhancing the guarantee of origin for spare parts to ensure customers can benefit from the best aftersales service. Indeed, most of new Eurocargo body parts, mirrors and lighting branding has been revised and modified to reinforce the Iveco brand and make it more noticeable when substituted. Iveco genuine parts are guaranteed thanks to a stringent selection process of the top suppliers and raw materials, detailed conformity tests and reliability checks along the entire production and distribution chain. Eight warehouses in Europe use innovative technology to act as a single virtual distribution hub that is able to manage more than 350,000 items with top-level performance.

The Eurocargo accessories line is designed to complement driver's needs, offering the best quality materials and well established production processes. To personalise the Eurocargo, Iveco accessories boasts a line of products which are specially tailored to enhance the aesthetics, comfort, safety and technology of the vehicle.

Among the different solutions offered, the reversing systems are ideal for providing greater driver visibility while manoeuvring, for increased safety. Six complete solutions are available to cover all needs, with TFT LCD colour monitors and waterproof cameras with superior dust and water protection.

The new Eurocargo offers the option of installing a Lavazza coffee machine, which is both compact and versatile. For those with a need to have constant online access, a device is also available which provides a 3G-connection on the move. Operated via a SIM-card and with a 10 hour battery life, it can also be re-charged via USB.

Among the accessories line, the new Eurocargo also features a complete protection system: an anti-theft system with telephone dialler to secure the engine compartment, the cab and the load compartment. It also contains a volumetric perimeter alarm system, with SMS and telephone warning alerts, plus anti-start up protection.

## **Where Eurocargo was born: the plant in Brescia**

The plant in Brescia is the "home" of Eurocargo, a production enterprise that has been important both to Iveco and to the city since its inception, in which all generations of the vehicle have been produced from 1991 to today.

The plant was the home of the glorious OM, originally the Fabbrica Automobili Roberto Züst in 1903, which then became OM in 1928 and was acquired by Fiat in 1968. After initially manufacturing cars (including race cars), OM moved into the agricultural sector and then on to industrial vehicles. In 1975, OM was one of the "founding members" that gave life to Iveco and became part of the new company in all respects. This plant, which was already producing medium vehicles under the OM brand, was chosen in 1991 to start production of the Eurocargo.

The plant was fully updated starting in 2008: currently the site employs a workforce of about 2,100, with a production capacity of up to 140 units per day. Brescia is dedicated to the production of Eurocargo, where the entire production cycle of the vehicle is concentrated. Operations include assembly of the chassis, cab bodywork, painting, installation of the driveline, upholstery of interiors and final inspection. Special variants are also manufactured in Brescia – such as those for military and fire-fighting applications. The plant can produce more than 11,000 different product variants.

As response to this complexity, in 2007 a World Class Manufacturing standard was introduced, which is an integrated system of production adopted in almost all CNH Industrial plants worldwide. It is a methodology that aims to create an error-proof process and eliminate flaws, inefficiencies, waste and accidents (the number of accidents decreased by 90% following WCM implementation).

The plant has recently received the Silver Level certification under the World Class Manufacturing (WCM). This important acknowledgement rewards the continued application of the entire plant that, at the end of three days of intense audit, obtained a final score of 60 points: today the Iveco plant in Brescia is one of the ten plants that have obtained the Silver Level among the 59 CNH Industrial plants around the world.

## 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 – 19 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, the Iveco Astra brand builds off-road trucks, rigid and articulated dumpers as well as 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](http://www.iveco.com)*

*For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)*

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