

## Press Release

### IVECO and AMCE partner with PepsiCo Foods Ethiopia (Senselet Food Processing PLC., a wholly subsidiary of PepsiCo) on a new fleet delivery

*IVECO and AMCE deliver Daily and IVECO T-Way to PepsiCo Foods Ethiopia. The new fleet will play a critical role in supporting PepsiCo Foods Ethiopia's growth strategy.*

*Addis Ababa, 13<sup>th</sup> March 2024*

IVECO and its joint venture in Ethiopia, AMCE, has supplied a fleet of Daily, the light-duty vehicle and IVECO T-Way, the heavy truck, to its long-time business partner PepsiCo Foods Ethiopia, with a view to strengthening its distribution network, particularly in the most remote areas of the country.

The Daily units handed over during a ceremony held in Addis Ababa are **70C15/E3 4x2 chassis-cabs**. These vehicles, locally assembled at AMCE Addis Ababa plant, will join the PepsiCo Foods Ethiopia fleet for the delivery of its products. IVECO delivered also a fleet of **IVECO T-Way AT380T43H** trucks that will be used to transport potatoes from agricultural fields to the factory and to distribute their products to the most remote Ethiopian areas.

**Antonio Caruso, AMCE Ethiopia General Manager**, present at the delivery of the units, stated: *"It is a pleasure doing business with PepsiCo, the largest potato chips producer in Ethiopia. And we have been working with them for the last four years since our new Daily introduction to the Ethiopia market, and they have remained loyal to our brand ever since. In fact, currently, many customers call the Daily vans as Sun Chips vans in Addis Ababa, referring to the PepsiCo iconic product. We are glad to offer them our Daily superior driving experience in the perfect working environment."*

**Chris Wijnterp, GM of PepsiCo Foods Ethiopia** said, *"PepsiCo has committed approximately 46 Million USD to the business, reflecting its belief in the country's economic growth potential. This investment has created significant additional job opportunities and has the capacity to increase the company's production capabilities tenfold. The trucks which will play a crucial role in transporting potatoes from agricultural fields to the factory and distributing products to remote areas across Ethiopia, enabling Sun Chips to reach even more loyal consumers across the country. PepsiCo*

*Positive (Pep+), our end-to-end sustainability strategy, aims to contribute to building a more sustainable food system in Ethiopia, meeting human needs while driving global economic and social development within the planet's natural boundaries."*

### **IVECO Daily: Power Your Ambition**

The Daily is the most versatile vehicle in its class. Its extensive model line-up and bodywork options open up a wealth of opportunities: whatever your mission you can find and customize the **Daily to perfectly match your operational and business requirements.**

The Daily offers the widest line-up in the industry – it is the only vehicle in its class that ranges **from 3.5 ton all the way up to 7.2 ton of gross vehicle weight**, with wheelbases from 3000 to 5100 mm, opening up a wealth of possibilities for a wide variety of missions from urban deliveries to heavier transport jobs in the construction sector. It is designed and built to offer endless bodywork options, making it easy to customize for your specific needs. It is perfect for highly specialized and demanding adaptations, such as rescue vehicle or ambulance.

### **New memory foam seats: adapt to the driver to provide supreme comfort.**

The Daily features entirely new driver seat with central pads of the cushion and backrest in memory foam – an industry first for Light Commercial Vehicles. The foam moulds to the body, distributing the weight evenly, **reducing pressure peaks by up to 30%**. This results in supreme comfort and protects from back pain. The side sections have been thickened with 15mm of high-density foam to improve lateral containment, enhancing safety and the driving experience. Taller people will be more comfortable the 20 mm longer and 15 mm thicker front cushion, which provides better support for their longer legs. The seat side carter and levers have been redesigned to make it easier to get on and off the vehicle, ideal for door-to-door and parcel delivery missions that require frequent exits.

### **IVECO T-Way: the most reliable and productive heavy-duty truck to face the toughest challenges**

The IVECO T-Way builds on the heritage of robustness and reliability of the brand's long lineage of champion off-rovers. It introduces state-of-the art technological solutions to exceed all expectations in **productivity, payload capacity, safety and driver comfort.**

### **"T" FOR TOUGH: designed and engineered for robustness and reliability**

The IVECO T-Way has been designed to offer best-in-class performance in every off-road mission, **robustness and torsional rigidity.** It carries over from its predecessors the legendary robustness of the high-resistance steel chassis

with a 10mm thick frame, with a Rail Bending Moment at the top of the segment at 177 kNm. The front axle has a maximum capacity of up to 9 tonnes.

Hub reduction on the rear axle is standard to maximize strength and performance.

The new heavy-duty rear suspension system for Tandem axles optimises vehicle weight and improves off-road performance with greater ground clearance and a better departure angle.

The IVECO T-Way delivers all the **power** needed for **traction and PTO** with IVECO's **reliable** and efficient Cursor 13 engine (13 litres) that develops up to 470 horsepower.

The engines are coupled with the proven **16-speed HI-TRONIX automated gearbox**, which now also features new functions specifically intended for off-road mobility including a Hill Holder function to help departure on steep slopes, Rocking Mode to help recover traction in slippery conditions and Creep Mode for ultra-low speed when idling; for the on-road sections of the mission, the **Ecoroll**, function that uses the vehicle's inertia when travelling downhill enhances the transmission's efficiency.

HI-TRONIX represents the state-of-art in the automated transmission sector and delivers the perfect gearshift strategy for every application.

### **About PepsiCo**

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$91 billion in net revenue in 2023, driven by a complementary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Beverages and Convenient Foods by Winning with pep+ (PepsiCo Positive). Pep+ is our strategic end-to-end transformation that puts sustainability and human capital at the center of how we will create value and growth by operating within planetary boundaries and inspiring positive change for planet and people. For more information, visit [www.pepsico.com](http://www.pepsico.com), and follow on X (Twitter), Instagram, Facebook, and LinkedIn @PepsiCo.

## IVECO

IVECO is the brand of Iveco Group N.V. (EXM: IVG) that designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks and vehicles suitable for any body type.

It constantly innovates and extends its product portfolio to provide every customer with the vehicle that matches their mission precisely. Its full-line offer is designed around the Driver's needs to deliver an excellent experience with a focus on safety and comfort. A wide range of advanced digital, connectivity-enabled services developed to help fleet owners run their fleet efficiently enhance IVECO's complete transport solution.

IVECO pursues its decarbonisation strategy through a multi-energy approach that includes the further development of bio-methane, battery electric and fuel cell technologies.

IVECO operates 7 manufacturing plants and 8 research and development centres. It counts on 3,500 sales and service points in over 160 countries, which guarantee technical support wherever an IVECO vehicle is at work.

IVECO drives the road of change by powering the transformation of the transport industry, propelled by the ambition to be the most reliable partner and full-line player for its customers.

### **For further information, please contact:**

#### **IVECO Press Office – Africa & Middle East**

Anna Pancaldi

E-mail: [anna.pancaldi@ivecogroup.com](mailto:anna.pancaldi@ivecogroup.com)

#### **PepsiCo Foods Ethiopia (Senselet Food Processing PLC, a wholly owned subsidiary of PepsiCo)**

Ahmed Omer

E-mail: [Ahmed.omer@pepsico.com](mailto:Ahmed.omer@pepsico.com)