

The all new Iveco Bus Euro VI range to be presented at Busworld Kortrijk 2013

'Saving fuel has never been so simple' for Iveco Bus customers

- The all new Iveco Bus Euro VI range achieves from 5% up to 10% in fuel savings
- **Urbanway**: the all new citybus, now available with a Tector 7 engine for a 10% increase in passenger capacity
- **Crossway**: the only intercity bus offering a 63 seat capacity within 13 meters
- **Magelys**: unique design, elevated comfort and high level performance

Iveco Bus is present with a renewed range at Busworld Kortrijk 2013, the most important trade fair dedicated to the collective passenger transport sector in Europe. The latest Iveco Bus line-up is equipped with new Euro VI engines developed by FPT Industrial and has been further improved to respond to customer needs.

The Iveco Bus stand, located in **Hall 3**, features over 1,200 square meters of space. The principal highlights from the new range are demonstrated through five vehicles displayed on the stand:

- **Urbanway**, citybus, 12 m, Tector 7 engine;
- **Crossway LE**, low entry homologated version for both city and intercity bus use, 13 m, Cursor 9 engine;
- **Crossway Pop**, intercity bus version for scholastic transport, 13 m, 63 seats, Tector 7 engine;
- **Magelys Pro**, tourism coach version for national and international long distance travel, 12.8 m, equipped with wheelchair lift, Cursor 9 engine;
- A **100% electric concept bus** for tomorrow's public transport network.

Five additional vehicles are displayed in the outdoor area for test drives:

- **Urbanway**, citybus, 12 m, Cursor 9 engine;
- **Crossway Line**, intercity bus, 12 m, Tector 7 engine;
- **Crossway Pro**, intercity bus, 12 m, Cursor 9 engine;
- **Crossway LE**, low entry, 10.8 m, Tector 7 engine;
- **Daily Tourys ERO**, tourism minibus, 19 seats.

With its presence at Busworld Kortrijk, Iveco Bus communicates its strong points: sustainable mobility, technological excellence, Total Cost of Ownership and high added value for the customer in terms of quality, comfort, design and profitability.

The new Euro VI engines

The existing Tector and Cursor Euro V EEV engines, already recognized by the industry for their reliability, performance and reduced fuel consumption; give way to the new **Tector 7 and Cursor 9 Euro VI engines** with higher cylinder displacements (the Tector increases from 5.9 to 6.7 liters and the Cursor from 7.8 to 8.7 liters). These engines guarantee more power and more torque with less fuel consumption.

In contrast to Cursor 8, the Cursor 9 Euro VI engine is designed with the latest generation of Common Rail injection installed under the valve cover. This exclusive solution from FPT Industrial allows for significant noise reduction inside the vehicles.

In order to meet the new Euro VI regulations, the engines have adopted the Hi-eSCR (High Efficiency SCR) catalytic reduction system patented by FPT Industrial. This exclusive technology retains optimal engine combustion through the sole intake of fresh air. Cleaning is entirely assured by the after-treatment process, downstream from the engine which, as a consequence, does not require the use of exhaust gas recirculation (EGR). This technology is particularly suited for buses and coaches with rear engines that have high cooling constraints (taking into account that the EGR system needs a minimum of 30% more cooling for the same power). It is also suitable for urban missions characterized by low commercial speeds and frequent stops.

Protected by numerous patents, the innovative Hi-eSCR technology presents a simple solution for the reduction of pollutant emissions as stipulated by Euro VI standards. Hi-eSCR functions without the addition of complex components, without the presence of chemical pollution in the engine and its peripherals and without excessive thermal stress. This results in reduced weight and increased reliability.

All of these benefits, combined with many other improvements, confirm the role of Iveco Bus as a leader in the field. Additional improvements include the modernization and optimization of transmissions and reduced vehicle weight, which allow for a **5 – 10% reduction in fuel consumption compared to Euro V** (depending on the model and mission type).

The simple solutions offered by the Iveco Bus Euro VI range, such as the exclusive Hi-eSCR technology and attractive new innovations, have already enticed a high number of customers. Over 500 orders have been received to date, the latest coming from Swiss transport operator Post Auto.

Overall, the new Euro VI range offers a favorable economic balance with lower Total Cost of Ownership, allowing for a rapid return on the investment in new Euro VI technology.

Urbanway, the all new citybus, now available with a Tector 7 engine for a 10% increase in passenger capacity

Powerful, versatile, efficient and attractive, the new Urbanway bus had its unveiling earlier this year at the UITP Congress in Geneva, equipped with a transversal Cursor 9 engine. It is introduced at Busworld with a **new Tector 7 longitudinal engine** to better respond to a wider variety of transit network operating conditions.

With the Tector 7, 286 HP engine, the Urbanway boasts a weight reduction that is over **800 kilograms lighter** than its predecessor (the 12 m Citelis with a Cursor 8 engine, 290 HP) thereby **offering a 10% increase in passenger capacity** and benefitting operator profitability.

A “lounge bus in the city”, with a vast series of configurations, the Urbanway reflects the efficient, sustainable and cost-effective solutions that Iveco Bus offers the European transport sector.

The vehicle's fully reconceived structure combines superior resistance and weight reduction. The entire steel structure benefits from an integral cataphoretic treatment which protects against corrosion. This treatment is used for all of the vehicles in the Iveco Bus range.

The Urbanway pairs advanced technology with a **new design** that emphasizes luminosity, safety and flexibility to facilitate the vehicle's daily operations.

Its new style is reinforced by new headlamps that integrate a series of LED daytime running lamps (DRL) and a new rear lighting module featuring integral LED devices with brake, indicator, taillight and reverse. These distinctive new elements are elegantly integrated within the vehicle body to reflect the new Iveco Bus style which is now extended to the entire range of Euro VI buses and coaches.

Within its interior, the Urbanway is furnished with refined details dedicated to creating a welcoming environment for passengers with a series of elements. The finishing touches to the interior present a totally new concept in terms of lightness and performance. The new interior lighting features two continuous LED bands that can be customized with several options: indirect ambient lighting with two bands and LED spotlights built into the top of the column support. The door areas also benefit from LED spotlights.

The new position of the middle door is shifted further to the rear to guarantee increased productivity (1.5 square meters more standing space for passengers) and a wide central platform allows for twin wheelchair installation.

The new range of passenger seating is characterized for its weight saving, modularity and easy maintenance features.

The new air diffusion system with roof integration features dedicated air ducts for heating and air conditioning and "air curtains" on all the doors. Interior silence is ensured by a strong bracket mounting that is independent from the panels. The result is a dramatically improved air flow in a silent cabin with no compromise on comfort.

The all new driver's area of the Urbanway is developed according to the latest **EBSF** (European Bus System of the Future) guidelines, under the aegis of UITP, providing the very best in ergonomics, room and comfort. As a result, the Urbanway has all of the features to be qualified as best-in-class. The elevated driving position offers excellent road visibility and

stress-free driving, while also providing the driver with greater protection from potential frontal collisions.

Accessibility to the driver's area is improved thanks to the access step, which has been reformatted into a large square shape with 25% increased area compared to the previous range. Once seated, the driver benefits from many changes that improve comfort and ergonomics such as enlarged space around the hips and knees, together with a rotatable seat; a suspended accelerator pedal; the position of the parking brake and easily reachable DIN slots.

The Urbanway is available in a variety of versions from 10.5, 12 and 18 meter-lengths and can be equipped with two, three or four doors. The Euro VI chassis versions of the Urbanway are also available for bodybuilder adaptations. As a BHNS (Bus à Haut Niveau de Service, the French standard for high level collective passenger vehicles models), the Urbanway accommodates a wide range of configurations from basic to premium with **over 3,500 styling combinations** from extended side windows to roof streamlining, custom seating and trims.

Iveco Bus confirms its commitment to sustainable mobility by offering the possibility to equip the Urbanway with an alternative Compressed Natural Gas driveline via the Cursor 8 CNG engine. This Euro VI approved engine allows operators to continue to expand their fleet of CNG buses with the same technology as Euro V / EEV vehicles.

The Diesel-electric Hybrid version of the Urbanway will also be equipped with Euro VI technology, enhancing it with new features such as "Arrive & Go", which ensures an "all-electric" approach and departure from bus stops without the presence of noise and gas emissions.

These improvements confirm the position of Iveco Bus as a Hybrid leader in reducing greenhouse gases and providing 'citizen friendly' transport.

Crossway, the only 13 meter intercity bus to offer 63 seats

An undisputed leader in its category in Europe, adopted for the most important European transport operators, the Crossway Euro VI now features new optimized lengths.

The Crossway range offers flexible urban transport solutions for different excursion missions from intercity use to city and scholastic transportation. The vehicle demonstrates its versatility with three different lengths (10.8 m, 12 m and 13 m) and five versions:

- **LE** (Low Entry), a homologated version for both bus and coach
- **Pop**, principally designed for school travel missions. This version of the Crossway is 13 m in length with an innovative seating concept with a capacity for 63 passengers. These characteristics make it the only vehicle on the market to not exceed **13 m and offer 63 seats while retaining its agility and maneuverability.**
- **Line**, a version which satisfies the requirements of intercity and short distance transport.
- **HV** (High Value), a version appointed with high level features that enhance passenger comfort.
- **Pro**, the perfect answer for missions that require a mix between an intercity bus and a tourism coach. This version combines accessibility with enhanced comfort.

A veritable 'money maker' for its versatility and operating profitability, the Crossway Euro VI further reinforces its leadership in overall accessibility, comfort and maneuverability. The transition to Euro VI has also permitted for significantly improved on-board comfort by reducing interior noise by more than half.

The driver's area of the Crossway Euro VI is already recognized as the "best ergonomic space dedicated to the driver" by operators. It has been improved through a 10-centimeter lengthening: the result of an increase in the front overhang. The ergonomics of the driver's area have also been developed with a new dashboard and a 65-degree turning driver's seat.

Magelys, unique design, elevated comfort and high level performance

The Magelys Euro VI confirms its identity as the brand's flagship vehicle in the tourism segment, offering passengers an enhanced perspective on the surrounding landscapes of the sights and cities the vehicle passes through. The coach's stylish and dynamic design is a welcome invitation to travel with its spacious, on-board comforts and attractive panoramic views, which are particularly offered by the special roof-side windows.

As is the case with the Urbanway and Crossway models, the Magelys also benefits from the integration of a series of LED daytime running lights (DRL) with new rear lights and a new rear lighting module with integrated LED.

Great attention has been dedicated to the optimization of Total Cost of Ownership thanks to the integration of standardized components.

Equipped with a Cursor 9 Euro VI engine, the Magelys has been specially adapted to meet the needs of each specific customer with the choice of rear axle ratios that are best suited for the required mission types.

The Magelys Euro VI range demonstrates its versatility with two versions:

- **Line**, satisfies the requirements for average travel distances;
- **Pro**, perfectly responds to the requirements of national and international route operations, providing a high level of service and freedom that unites accessibility with high comfort.

With specific regard to the French market, the Pro version fulfills the mobility requirements outlined by the "Car à Haut Niveau de Service" standard. This standard calls for a high operating speed, closely spaced frequencies and a high level of on-board service, all within a context that controls the vehicle's overall operating costs.

Moreover, the Magelys also offers easy access features such as a lifting platform for passengers with limited mobility as well as high-tech extras that include a Wi-Fi connection, several 220 V electrical and USB outlets for every type of digital device and three LCD monitors that make the Magelys a tailored vehicle for each passenger and journey.

Thanks to the close business relationship between Iveco and C&G-Kiel Italia, in cooperation with Franz Kiel Group, Iveco Bus introduces the new

"Cinema Seat System (CSS) with Flex-Action". This clever feature is recognized to compact the seats into harmless position, which is suitable to accommodate wheelchairs or other bus accessories like, but not limited to, professional desk. The CSS with Flex-Action system has been designed to allow an easy customer handling through a quick, natural and effortless gesture.

Iveco Bus consistently exceeds the safety requirements set out by regulatory standards. As a result of this approach, the Magelys has all of the required active and passive safety systems as standard, in addition to optional features.

The Magelys is equipped with the following as standard: the **ABS**, Anti-Lock Braking System, an anti-slip **ASR** system that optimizes traction and grip when accelerating, the **EBS**, Electronic Braking System, which reduces braking distances and ensures a significant improvement in stability and the **ESP**, Electronic Stability Program, which corrects the vehicle's stability by detecting and reducing loss of vehicle control.

The Magelys can also be equipped with the following optional features: the **ACC**, Adaptive Cruise Control, which uses radar technology to maintain a safe distance from the vehicle in front and automatically engage the engine brake and retarder in the event that there is a sudden decrease in that distance; and the **LDWS**, Lane Warning Departure System, which uses a sensor to detect if the vehicle is involuntarily leaving the lane and activate a vibrating system installed into the driver's seat which alerts them. This system is a valuable resource to the driver as it prevents loss of attention and driver drowsiness.

An innovative concept for tomorrow's public transport sector

The ELLISUP Concept Bus project, led by Iveco Bus and its partners, receives its world premiere at Busworld Kortrijk with the presentation of this innovative new vehicle.

The ELLISUP program is controlled by the French Environment and Energy Management Agency (ADEME). It is directed by Iveco Bus in collaboration with Michelin, RATP (the French state-owned public transport operator), EDF (Électricité de France), the CEA (French Alternative Energies and Atomic Energy Commission), IFP Energies Nouvelles, IFSTTAR (the French Institute of Science and Technology for Transport, Spatial Planning, Development and Networks), ERCTEEL (Commercial and Technical Study

and Development center for electric and electronic technologies) and RECUPYL (a company specializing in the innovative recycling of batteries into strategic metals).

The objective of the project is to develop a new electric bus concept, which is able to operate in full electric mode along an entire service line and rapidly recharge in the span of a few minutes at the end of the line. The target Total Cost of Ownership for this system is between that of a Diesel fleet and that of a trolleybus.

ELLISUP is equipped with an electric motor developed by Michelin which is housed within four of the eight small wheels. The motor uses an innovative combination of batteries and super-capacitors which act as devices for the storage of energy, characterized by high power density and great durability.

The small wheel size enables a new architecture which is a total departure from that of a traditional bus. The interior space has been increased and rendered more liveable, optimizing the flow of passengers at bus stops (boarding and exiting). The design also allows for larger windows that grant passengers panoramic views.

The ELLISUP Concept Bus also incorporates numerous other innovations that enhance on-board comfort and safety as well as operator profitability. The vehicle is demonstrative of the progress that Iveco Bus and its partners have made in terms of innovation for the future of urban transport.



After Sales

Comfort and safety for drivers and passengers, along with high performance and sustainable mobility are guaranteed through proper vehicle maintenance and the use of Iveco original spare parts, certified by ORIGIN 100% IVECO.

In the area dedicated to Iveco Bus after sales products and services, visitors to the stand can learn about the wide range of new and remanufactured Iveco original parts, the company's advanced distribution system and its full range of services and tailor-made maintenance plans.

All products and after sales services are designed by Iveco and constantly updated in order to ensure maximum safety and performance throughout the entire lifecycle of each vehicle, with the utmost attention to Total Cost of Ownership.

Maintenance times have been reduced with the Euro VI range, particularly thanks to the improvement of serviceability (better access to components). Busworld Kortrijk also serves as the European springboard for the special Iveco Bus maintenance kits, which have been created to ensure the most appropriate and convenient maintenance. The kits, which are already available for all of the existing Iveco Bus ranges, will soon be available for the new Euro VI range.

Iveco

Iveco, a CNH Industrial company, designs, manufactures and markets a wide 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 firefighting, off-road missions, defence and civil protection. Iveco employs over 26,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.

For more on Iveco visit: www.iveco.com

For more on CNH Industrial visit: www.cnhindustrial.com

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