

Iveco Bus at UITP 2013 World Congress and Mobility & City Transport Exhibition

- **Iveco Bus: the new Iveco brand dedicated to collective transport**
- **URBANWAY premiere: the All New Euro VI citybus**
- **Stand features an atmosphere of comfort and design with new mobility solutions**

Iveco Bus debuts its new brand name, latest passenger vehicle, services and innovative solutions at the **60th UITP World Congress and Mobility & City Transport Exhibition in Geneva, Switzerland, from 26-30 May 2013**. The exhibition is organized by the UITP (International Association of Public Transportation), the international network for public transport authorities and operators, policy decision-makers, scientific institutes and the public transport supply and service industry.

The event focuses on urban mobility, where representatives from the global sustainable mobility community are taking part in five days of Congress sessions, Mobility & City Transport Exhibitions and Expo Forums to discuss and debate the future business model for the sector.

Iveco Bus is present at the exhibition with a 450 square-meter stand alongside FPT Industrial. The stand evokes an atmosphere of comfort and design, which are among the key strengths of Iveco Bus. Elements such as soft shapes and curves take inspiration from the capsule form of the Iveco "I" logo, communicating the idea of a welcoming environment.

Highlights on the stand include: the **All New URBANWAY citybus**, the first Euro VI passenger vehicle offered by Iveco Bus, in a 12-metre version; a **FPT Industrial area** with a Euro VI bus exhaust muffler and a section dedicated to **Hybrid technology** which displays a Tector 7 Hybrid engine that delivers up to 286 horsepower together with a generator and electric motor from the serial hybrid Iveco Bus driveline. An information and customer service point completes the Iveco Bus offering at the exhibition.

Iveco Bus: the new Iveco brand dedicated to collective transport

The debut of **Iveco Bus**, the new brand name of Iveco's passenger transport business, confirms the company's commitment to this sector. The designation replaces that of the former Iveco Irisbus.

This development marks the beginning of a new phase for Iveco's collective passenger transport activities with the objective of expanding on a global level. It is the last step in an extensive consolidation process, which has deep roots in the history of the company, the result of over a century's worth of experience. **Iveco Bus** is in fact built upon a prestigious European heritage which has allowed the company to become one of the main players in passenger transport throughout Europe.

The new **Iveco Bus** brand reinforces the identity of this business together with the rest of the company's international activities. This promotes further development and recognition for the products of the bus range as a part of Iveco, specifically in markets such as South America and China, where the company has an important consolidated presence.

Sustainability, Technology and Total Cost of Ownership are the strong points of Iveco Bus, which are in complete coherence with the entire Iveco product range.

URBANWAY: a new name for an all new citybus

The launch of Iveco Bus coincides with the world premiere of its newest citybus: **URBANWAY**. Powerful, versatile, efficient and attractive, the all new **URBANWAY citybus** is the first of the brand's vehicles to be offered with a **Euro VI engine**.

The significance behind the **URBANWAY** name is associated with several pillars. First and foremost, this **new name for an all-new citybus** concept represents the numerous innovative features which Iveco Bus has invested in developing, according to market demands. These signature changes directly focus on: innovation, reactivity, quality, passenger and driver care.

Next, **the URBANWAY shares key values with the CROSSWAY**, an Iveco Bus vehicle which operates in suburban and intercity contexts. These values define their respective roles as market leaders; their efficiency with the choice of two engine drivelines; low LCC (Life Cycle Cost) and a continuous focus on customer needs.

The common framework between the CROSSWAY and URBANWAY goes on to share the unique Euro VI technology as well as several components and features, such as headlamps and rear lights. This ensures the highest customer value in terms of efficiency, reliability and easy maintenance and repair.

Moreover, the **new URBANWAY identity reinforces the international presence of Iveco Bus** and its vocation to succeed throughout all European markets.

URBANWAY: All New style and comfort, Euro VI power, operator-friendliness

A “lounge 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 integrates the unique Hi-eSCR technology for Euro VI and the new Tector 7 and Cursor 9 engines on a fully reconceived structure that combines superior resistance and weight reduction. The entire steel structure benefits from the integral cataphoretic treatment which protects against corrosion.

It introduces a new style, a fully redesigned passenger lounge and a totally new driver’s area which aims to provide best in class standards for comfort and ergonomics: EBSF, the European Bus System of the Future.

All vehicle aspects have been taken into consideration with a focus on performance, durability and simplified maintenance allowing for low Total Cost of Ownership.

New style with customer value

The URBANWAY combines advanced technology with a new design that emphasizes lightness, safety and flexibility to facilitate daily operations. Its distinctive style is attractive and smart, consistent with the new brand identity which is visible throughout the range of urban, intercity and tourism passenger vehicles.

Evidence of this new style are demonstrated by the new headlamps which 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 integrated in an elegant way within the vehicle body and reflect the new Iveco Bus style. In addition, the fog lights feature a "Cornering Lights" function which provides additional lighting during tight turns and maneuvers.

The entire lighting system has been studied to improve safety and Life Cycle Cost through the extensive use of LED.

The all new URBANWAY adopts all of the winning features associated with the brand's existing product range in order to improve Total Cost of Ownership. Examples of these features include: the waistline of the vehicle, which is easily detachable with the front and rear bumpers consisting of three individual elements; front and rear lights are separate from these panels in order to prevent them from having to be replaced in case of minor road accidents; the vehicle's front grille and rear hatchback allow space for advertising, conscience of the added value needs of urban operators.

A passenger lounge

The URBANWAY is furnished with refined details aimed at enhancing passenger hospitality with a series of elements. The pavilion interior presents 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 with cast aluminum. The center of the bus pavilion is backlit by LED lighting which provides a luminous halo effect.

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. The interior silence is ensured by a strong bracket mounting and by being independent from the panels. The result is a dramatically improved air flow in a silent cabin: no compromise on comfort.

Extensive line-up and custom features

The URBANWAY can be ordered in a full-line up of versions. Available in 10.5, 12 and 18 meter-lengths, the vehicle can be equipped with two, three or four doors. The driveline can also be custom ordered with alternative Diesel, CNG or Hybrid drivelines. Euro VI chassis versions of the URBANWAY are also available for bodybuilder adaptations.

As a BHNS (Buses with a High Level of Service) model, 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.

EBSF driver's area

Iveco Bus understands that bus drivers are required to spend a significant part of their day behind the wheel. This is why the brand continues to develop new solutions to create an ideal workplace for the driver that promotes comfort and productivity.

The all new driver's area is designed according to the EBSF (European Bus System of the Future) standards, providing the very best in ergonomics, space and comfort. As a result, the URBANWAY has all 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 a protected distance from potential external threat.

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.

New Euro VI Diesel technology

The URBANWAY is powered by new **Euro VI engines** which feature the patented FPT Industrial HI-eSCR system. This breakthrough technology reduces NOx without the use of EGR (Exhaust Gas Recirculation) which leaves fuel efficiency intact.

This exclusive solution simplifies the after-treatment of gases while offering numerous other advantages to transport providers such as weight reduction, lower fuel consumption, optimized combustion, fewer particles (particulate filter regeneration passive and low maintenance) and longevity due to less complex and more efficient technology. HI-eSCR also requires no additional cooling thereby causing less energy to dissipate in order to reduce engine temperature.

The new FPT Industrial Euro VI Diesel engines provide power and simplicity. They are available in two versions for the URBANWAY: Tector 7 and Cursor 9, respectively with 6.7 and 8.7 liter displacements. The engines now come equipped with common rail injection; have a lower noise level with less vibration and are available with both downward and upward positioned exhaust outlets.

Tector 7 is available for the 10.5 and 12-meter URBANWAY versions. It provides 286 horsepower combining efficiency and reduced consumption. It is characterized by its lightness and longitudinal architecture that provides for greater passenger capacity with up to 40 seats as standard.

Cursor 9 is available for the 12 and 18-meter URBANWAY lengths. It provides a high level of performance with up to 400 horsepower with a variable geometry turbocharger.

Alternative drivelines

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.

Iveco Bus will also equip its Hybrid vehicle with Euro VI technology, enhancing it with new features such as "Arrive & Go". These improvements confirm the position of Iveco Bus as a Hybrid leader in reducing greenhouse gases and providing "citizen friendly" transport thanks to a silent approach to and departure from bus stops, permitted by the "Arrive & Go" feature.

Maintenance and repair: an operator-friendly vehicle

All elements present on this new Euro VI bus help to simplify and accelerate the maintenance process. The URBANWAY has been designed in a friendly way for operators, ensuring that maintenance and repair intervals are fewer and far between, thus preventing inconvenient delays. Both the Tector and Cursor engine layouts are easily accessible with a simple and wide opening for the front and rear panels to allow for easy daily checks and rapid maintenance.

Additional facilitated elements include: the After Treatment System which provides easy access to the Diesel Particulate Filter with very few screws to remove; piping and wiring that benefit from stiff holders and protection within the engine bay and under the chassis; and the Air Turbo Intercooler which can now be tilted open for easy cleaning between the radiators.

These developments are the result of several years of intensive testing and planning. A series of functional, endurance and structure tests during the

summer and winter months guarantee that the URBANWAY is equipped to answer to all customer demands while maximizing on passenger safety and comfort.

Further alternative drive for sustainable mobility

Iveco Bus, with its proven expertise in electric drive, has defined serial hybrid as its chosen modular architecture for its ability to implement further improvements in terms of electric mobility. These improvements consist of: the “**Stop & Start**” function for the Citelis Hybrid EEV, “**Arrive & Go**” for the URBANWAY Hybrid Euro VI and “**Plug-in**” for the ELLISUP program.

ELLISUP is an ADEME (French Environment and Energy Management Agency) program, led by Iveco Bus in collaboration with CEA, RATP, IFP, INRETS, EDF, Michelin, ERCYTEEL and RECUPYL, which works to develop EV mode for urban transportation.

In order to demonstrate the benefits of EV mode, the ELLISUP program has developed a Hybrid Plug-in bus. Following its homologation, the vehicle will be put into circulation as a staff shuttle bus on the CEA premises for the Third Quarter of 2013. A recharging station will be installed on site in order to replenish the energy storage elements. The route consists of a four kilometer loop, of which 40% will be driven in EV mode.

Iveco

Iveco, a Fiat 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.



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