

## Press Release

### IVECO strides ahead on the “road of change” with zero-emission offering unveiled at IAA Transportation 2024

*IVECO continues driving the “road of change” towards the decarbonization of transport with its extensive multi-energy offering integrated with a comprehensive range of services, and powered by a robust ecosystem of partnerships.*

*The new heavy-duty IVECO S-eWay Rigid makes its international premiere, offering a flexible zero-emission solution to suit all urban and regional requirements.*

*IVECO debuts in the mid light commercial vehicle segment 2.5t – 3.5t with the new eMoovy electric chassis cab developed with Hyundai.*

*Hannover, September 16<sup>th</sup> 2024*

IVECO, the commercial vehicle brand of Iveco Group, deploys its strategy to bring zero-carbon solutions in all segments and applications to support its customers on their journey to zero-emission at **IAA Transportation 2024**, the leading platform for logistics, commercial vehicles and the transport sector. Its display at the exhibition showcases IVECO’s progress on its decarbonisation journey, achieved through its **multi-energy** strategy, a growing **ecosystem of partners**, an integrated **services portfolio**, and empowering **innovation**.

IVECO is showcasing its extended line-up of vehicles powered by HVO, natural gas, battery-electric and hydrogen propulsions – the result of its technology-neutral approach to decarbonisation. The brand is also paving the way with two brand-new vehicles on their global premiere at IAA: the **heavy-duty zero-emission S-eWay Rigid** and the **eMoovy, the electric light commercial vehicle** developed with Hyundai making its **debut in the upper part of the medium segment up to 3.5t**.

During the press conference held on the stand **Luca Sra, President Truck Business Unit, Iveco Group**, outlined the brand’s solid strategy: *“We have a clear and consistent strategy founded on four pillars: Servitization, what we call “InnovAction”, a strong Partner Ecosystem, and our Multi-Energy approach. Through servitization, we have steered our business from the sale of the pure hardware to the sale of turnkey integrated mobility solutions. “InnovAction” is our way to ensure we are ready for any future challenge by reframing our people and processes*

*to aim at operational excellence and efficiency. We are leveraging the Partner Ecosystem we have built with leading, like-minded and innovation-oriented companies to achieve new technology heights and extend our line-up for the benefit of our customers, by sharing investments and know-how. Finally, we continue to progress towards zero-emission transport, exploring the potential of all technologies and fuels available today and tomorrow to satisfy all vehicle applications and Customer's missions and be ready for the evolving scenario."*

IVECO's strategy is driving a constant evolution and expansion of its portfolio, offering a full choice of propulsion technologies to support its customers in their transition to zero-emissions without compromising performance and total cost of ownership: *"Here at IAA we are unveiling the latest products resulting from our technology-neutral approach. The brand-new S-eWay Rigid and eMoovy complement our strong electric line-up to offer our customers the flexibility of an extended range of vehicles with the professional DNA, versatility, performance and robustness that are the hallmark of the IVECO brand."*

### **Iveco Group Innovation Roadmap**

The brand's vision is also underpinned by Iveco Group's innovation roadmap, which aims to deliver TCO-driven business profitability for its customers, driver well-being, and solutions for all transport missions by prioritising three territories: **Multi-Energy**, **Software-Defined Vehicles**, and **Autonomous Driving**.

**Marco Liccardo, Chief Technology and Digital Officer, Iveco Group**, explained: *"The Multi-Energy territory leads to investigating the scaling up of our new-generation zero-emission offering to be ready for whatever technology develops in the years to come. In the Software-Defined Vehicles territory, we exploit the wealth of information provided by connectivity, as big data collected and analysed by Artificial Intelligence is set to revolutionise the industry. Finally, IVECO has a strong foundation in Autonomous Driving, as Assisted Driving is already a reality on our vehicles, paving the way to new levels of safety and efficiency on the road."*

### **IVECO's pulse for change and innovation lights the path to zero-emission transport**

IVECO is showcasing its vision on an impactful **indoor stand** covering 3,500 square meters, where visitors will discover its latest innovations through **Beams of Light**: three interactive structures in the blue colour at the heart of IVECO's logo, a symbol of the energy pulsing in IVECO and driving the transformation of the transport industry, which provide visitors with an immersive experience illustrating how IVECO interprets its key assets of **Sustainability**, **Driver Centricity**, and **Business Productivity**.

The **Renewable Area** of the booth demonstrates how IVECO "drives the change" by showcasing its multi-energy offering of vehicles in the light, medium and heavy-duty ranges: a display of the brand's latest advanced mobility

solutions integrated with its wide range of services portfolio developed to support customers as they embrace the journey towards zero emissions.

The new **S-eWay Rigid** and **eMoovy**, making their international debut, are the latest additions to IVECO's offering of Battery Electric vehicles. Also on show are the brand's developments in hydrogen technology, with the prototype of an S-Way equipped with a 13-litre Hydrogen Internal Combustion Engine and the concept of a hybrid heavy-duty truck with a range-extending system powered by a Cursor 9 H2 engine developed by FPT Industrial. IVECO's sister brand within Iveco Group.

The **Entertainment Area** of the booth offers visitors an exciting display showcasing a selection of IVECO's partnerships with legendary brands from the music and motorsport worlds, grounded on shared values of innovation, passion, and sustainability. They include an IVECO S-Way proudly bearing the **Metallica Special Edition** livery created for the partnership with the iconic band, and a Moto Repsol Honda representing the brand's ongoing link with **MotoGP** as Truck Supplier and Official Sponsor of the Repsol Honda Team and of Mooney VR46 Racing Team.

IVECO is displaying on its **External Area**, covering 1,000 square meters, more than 20 vehicles developed in collaboration with its trusted network of bodybuilders. This area also includes an S-eWay Fuel Cell with Metallica livery, symbolizing IVECO's support for **Goodyear FIA ETRC's** solid commitment to sustainable practices and innovation in motorsports, as well as its pioneering role in promoting hydrogen within the truck racing community. An airbrush artist will also personalize an IVECO heavy-duty truck with a unique Metallica graphic design during the IAA show as a tribute to the special bond that connects IVECO with the band.

Visitors will also have the opportunity to experience first-hand 13 vehicles from IVECO's light, medium and heavy ranges in the **Test Drive Area**. The test-drive fleet includes the new battery-electric eMoovy and S-eWay Rigid, and the new-generation S-Way featuring PlusDrive **autonomous driving technology** which is now being tested with real customers in Germany.

**IVECO CAPITAL** and **GATE** have dedicated spaces in this area, where they are presenting the comprehensive tailored financial solutions to suit different customer missions and the innovative pay-per-use formula designed for the long-term rental of green commercial vehicles.

### **New IVECO S-eWay Rigid: zero-emission solution for urban and regional transport**

The IVECO S-e Way Rigid has been **designed for flexibility and versatility without equal** with a choice of models, cabs, suspensions and wheelbases, and the availability of 4, 5 or 7 batteries in different layouts allowing configurations for all applications. With a range up to 400 km and up to 350 kW rapid charging capabilities, it

provides a perfect solution for urban and regional applications. The cab offers effortless comfort and a superior driver experience with a noise- and vibration-free drive. The IVECO S-eWay Rigid with its **electric DNA** is ready for urban and regional missions.

## **New eMoovy: the first BEV chassis cab in the mid segment 2.5t – 3.5t**

IVECO brings its proven expertise and professional heritage into a new segment with the eMoovy, designed from the ground up in partnership with Hyundai Motor Company to provide a zero-emission solution for urban missions for transport professionals. **The first electric chassis cab in the mid segment from 2.5t to 3.5t** in Europe, it stands out for its remarkable strength, robustness and versatility, as well as its easily retrofittable design for multiple applications. The cab, built by Hyundai, sets new standards in onboard living, offering effortless car-like comfort seamlessly blended with functionality. The eMoovy **‘Drives like a car, works like a truck’**, offering a zero-emissions, tailored professional solution for every mission.

## IVECO

IVECO is a brand of Iveco Group N.V. (EXM: IVG). IVECO 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. IVECO's full-line offer is designed around the Driver's needs to ensure 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 manages production sites in 7 countries throughout Europe, Asia, Africa, Oceania and Latin America. 3,500 sales and service outlets in over 160 countries 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 – EMEA Region**

[ivecopressoffice@ivecogroup.com](mailto:ivecopressoffice@ivecogroup.com)

[IVECO Press Room HomePage](#)

LinkedIn: <https://www.linkedin.com/company/iveco/>

Facebook: <https://www.facebook.com/IVECO/>

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