

Genlyon is Chinese “Truck of the Year 2010”

The Genlyon, heavy range truck produced in China by the joint-venture SAIC Iveco Hongyan, has been elected "Truck of the Year 2010" for the fleet category of the truck industry.

The award ceremony took place recently in the Beijing Media Centre in an event organized by one of the leading automotive specialist magazines, China Auto News.

The Genlyon competed with all other major Chinese competitors in the industry, such as Faw, Dongfeng, Sinotruk and others, following a selection process managed by the China Automotive Engineering Research Institute (CAERI) in which there were more than 10 industry specialists involved.

Critical to achieving this prestigious recognition by the Chinese market were the excellent results obtained during testing, with 9 tests in which the Genlyon achieved full marks. Typical of such tests were the 20% gradient start and the fuel consumption at a constant speed of 65 km per hour.

Launched last March, the Genlyon is the first fruit of a joint venture between SAIC and Iveco. Designed in China and profiting from Iveco's European quality and technological excellence, allowing a strategic entry of Genlyon in the heavy duty vehicle segment in the Chinese market.

Manufactured in the SIH factories in Chongqing, in the heart of China, the vehicle profits from the combination of aerodynamic design of the cab and the high efficiency of the latest generation of the Cursor engine to present itself as a top of the range product providing industry leading fuel economy.

Iveco

Iveco designs, manufactures, and markets a broad 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 fire fighting, off-road missions, defence and civil protection.

Iveco employs over 27,000 people and runs 27 production units in 16 Countries in the world using excellent technologies developed in 6 research centres. Besides Europe, the company operates in China, Russia, Australia and Latin America. More than 6,000 service outlets in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

Torino, 10th December 2009