

Iveco's joint venture in China officially launches a new product: Kingkan

Safety, comfort, power, loading capacity, as well as robustness, durability and style. These are some of the features of Kingkan, the new heavy duty truck of the joint venture Iveco Hongyan Commercial Vehicle Co. (SIH) between Iveco, SAIC (Shanghai Automotive Industry Corporation) and Chongqing Machinery, which was officially presented in the OCT Theatre on October 26th in Chengdu, Sichuan Province.

Its main features are embodied in its name: in English "Kingkan" is translated as, "king" meaning a leader, "Kan" the name of a very strong animal in Chinese legend, representing great power. Therefore, Kingkan, is a leading product benefiting from strength and power, creating a new legend for the company.

Present at the launch ceremony, which was held in Chengdu, were present Mr. Xiong Weiming, SIH General Manager di SIH, Mr. Xiao Guopu, Vice President of SAIC and Mr. Franco Ciranni, Senior Vice President International Operations of Iveco. Around 600 people witnessed the exciting launch.

"SIH, Iveco's chinese joint venture and the new Kingkan" - said Franco Ciranni , Senior Vice President International Operations of Iveco – "are the result of a solid partnership built by SAIC Motors and Iveco over the last few years".

"Kingkan will be able to compete in a domestic market where sales volumes are higher than nine hundred thousand units per year. The truck has many qualities and reliability that qualify it to operate in other countries all over the world".

"Iveco" - concluded Ciranni – "will keep investing in SIH with a strong commitment to grow in both volume and market share, with the development and the launch of new products and technologies".

This new heavy duty truck, as an evolution of SIH classical products with innovative technologies, after various rigorous tests, Kingkan is now a robust, dynamic and modern product, which reaches high performance - price ratio. Inspired by the Iveco family feeling, the new cab is characterized by the "V-shape" front.



The launch is the confirmation that the products of the joint venture Iveco Hongyan Commercial Vehicle Co. (SIH) are the result of the integration of Iveco's European technological excellence and quality in the Chinese market.

Iveco

Iveco, a Fiat Industrial company, 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 almost 25,000 people and runs 24 production units in 11 Countries in the world using excellent technologies developed in 6 research centres. Besides Europe, the company operates in China, Russia, Australia and Latin America. Around 5,000 sales and service outlets in over 160 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

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