

## Iveco and IECC unveil the New Daily in Oman

*With a better fuel efficiency, load capacity, ergonomics and agility, the New Daily has been completely redesigned to meet every light commercial transport need.*

*The New Daily has been named the "International Van of the Year 2015" for its contribution in setting new standards in terms of TCO, comfort, driveability & efficiency.*

Muscat, 8<sup>th</sup> October 2015

Iveco, through its exclusive dealer in Oman, International Equipment & Contracting Company (IECC), unveiled the much anticipated **New Daily** to the press, international and local partners, and customers.

The ceremony was held at the Muscat Holiday Hotel, presided by **Pierre Lahutte, Iveco Brand President**, Ahmed Bahwan, Chairman – Bahwan International Group Holding and Divyendu Kumar, Managing Director of Bahwan International Group Holding.

The completely re-engineered Iveco Daily is set to become the new benchmark in the LCV segment. This game-changing model will raise segment standards to new highs with features without equal, such as best-in-class load volume efficiency, car like comfort and driveability, and optimized fuel consumption.

During the ceremony **Pierre Lahutte, Iveco Brand President**, stated: *"Oman represents a key country for our development in the Gulf, a growing market with important construction and infrastructure projects moving forward as the country economy grows year over year. This year Iveco more than doubled last year performances in HDT segment, thanks to the most complete line up in the market and a valuable partner, IECC. But indeed our line up ranges from light to heavy duty with the best performing offer at each level. Today we are delighted to introduce the New Daily to our customers in Oman. The New Daily, the third generation of Iveco's light commercial vehicles, available both in van and chassis cab versions, has been named the "International Van of the Year 2015" for its contribution in setting new standards in terms of TCO, comfort, driveability & efficiency. I am sure this model will be appreciated, as it has been in all the countries it has been launched: from today our customers can count on the New Daily as a reliable and efficient working partner".*

Across the globe this vehicle has already made the greatest contribution to the standards of efficiency, to the sustainability and safety of transport of goods by road. The New Daily represents a major step forward in improving TCO, comfort, driveability, productivity, and sustainability.

Mr. Ahmed Bahwan commented: *"Today we have one of the widest Commercial Vehicle ranges in Oman with a product offering that caters to almost every customer segment. We are confident that with the launch of the New Daily this position will be further consolidated and strongly propel the entire Iveco LCV segment forward into the future. With higher levels of technology, the New Daily is not only positioned to appeal to existing customers in the region, but will also attract new buyers looking for quality and enhanced performance."*

Divyendu Kumar added: *"Iveco's dominating position will be further consolidated with the introduction of the New Daily. The Iveco brand has earned immense loyalty over the years as a reliable and well-engineered commercial vehicle. Its superior technology in terms of performance, comfort and safety features present an exceptionally high standard for a vehicle in its class."*

The **New Daily** is a perfect balance between cutting-edge innovations and the continued evolution of the Daily's strong heritage. The Daily is a "global" vehicle: more than 2.6 million have been sold to date in over 110 countries worldwide.

While 80% of components have been redesigned, the Daily has preserved its classic ladder frame chassis structure, which has long been a key part of its DNA and ensures its sturdiness, versatility and durability over time, including maximum bodybuilding flexibility for chassis cab versions.

Thanks to the new architecture, with longer wheelbases and reduced rear overhang, the New Daily guarantees excellent driveability without compromising its proven agility in confined spaces.

The new QUAD-LEAF front suspension, standard on the 3.5 tonnes single wheel models, offers the best of the two previous single- and twin-wheel versions - the increased load carrying capacity of the first and the ground clearance and maximum allowed payload on axles of the latter.

For the single-wheel models, the rear suspension has also been redesigned, introducing two important improvements: a decrease in the height of the load platform by approximately 55 millimeters to facilitate vehicle loading and unloading, and a reduction of oversteer in load transfers when cornering. The combination of the new front and rear suspension systems, and the new longer wheelbases produce a dynamic, category-leading performance in terms of safety and stability.

The third generation of the Daily is also focused on business requirements and offers a considerable reduction in fuel consumption compared to the previous model, a significant improvement in vehicle running costs, and the best performance in the category, with a wide range of engines, transmissions and axle ratios.

And that is not all: the vehicle's comfort has also been greatly improved. The driver of the New Daily can benefit from a more comfortable and quieter interior compartment that offers the driving position and sensations typical of a premium automobile, as well as a multitude of closed and open storage compartments. The ergonomic design of the controls is at the top of its category, the sound insulation has been improved, the air conditioning system is more efficient and driving comfort is excellent in all load conditions.

## Iveco

*Iveco is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). Iveco designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, and vehicles for applications such as off-road missions.*

*The brand's wide range of products include the Daily, a vehicle that covers the 3 – 7 ton vehicle weight segment, the Eurocargo from 6 – 19 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, the Iveco Astra brand builds off-road trucks, rigid and articulated dumpers as well as special vehicles.*

*Iveco employs close to 21,000 individuals globally. It manages production sites in 7 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 4,200 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.*

For further information about Iveco: [www.iveco.com](http://www.iveco.com)

For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)

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