

## The second running of “Daily4Africa” about to start

*The Daily 4x4 undertakes an adventurous tour across seven countries on the African continent to promote road safety*

Turin, 15 September 2014

A two-month trip, from 18 September to 15 November, covering Angola, the Democratic Republic of the Congo, Zambia, Tanzania, Kenya, Ethiopia, and Djibouti. This is the journey being made by two Iveco Daily 4x4s. The vehicles will be transporting the Taurinorum Team – composed entirely of members from Turin with expertise in organising roadshows and promotional travel throughout the world – from Africa’s east coast to its west coast with the aim of increasing local awareness about road safety.

Daily4Africa is a project that was launched last year when the team drove two Iveco Daily 4x4s more than 11,000 kilometres across southern Africa in support of the Action for Road Safety campaign, initiated by the Fédération Internationale de l’Automobile (FIA) to promote road safety. Launched with the purpose of spreading and reinforcing the message of safety and proper conduct on the road, it is an issue which has been at the forefront of many international activities by Iveco, supported by fellow CNH Industrial company New Holland Agriculture.

As well as being a major safety campaign which aims to save lives, the tour will further raise the profile of Iveco’s light vehicle range in the African countries being visited. The journey itself will also provide the opportunity to test the strength and reliability of the Daily 4x4 by submitting it to an endurance test on African roads, taking in areas that are often inaccessible and full of hidden dangers.

The 2014 tour will start in Luanda (Angola) and end in Djibouti (Republic of Djibouti), travelling through seven countries and making stops at Iveco’s main dealers in the territory. At each stop, the vehicles will be shown to key media outlets, customers, and the public, with the opportunity for test drives. The Iveco Daily 4x4s will be fully prepared and equipped for the magnitude of the task ahead. The teams driving the two Iveco Daily 4x4s will distribute fliers promoting the safe rules of the road. Finally, the entire journey will be documented with videos and photos published in real time on the main social networks where Iveco maintains a presence, as well as on the dedicated website [www.daily4africa.com](http://www.daily4africa.com)

The Youtube video [www.youtube.com/watch?v=oJwwJUPMw-Q&feature=youtu.be](http://www.youtube.com/watch?v=oJwwJUPMw-Q&feature=youtu.be) anticipates the tour with spectacular images taken from the previous edition of Daily4Africa.

## **Daily 4x4**

The Daily 4x4 is built to operate on even the roughest terrain, thanks to its extreme sturdiness. Its elevated chassis ensures that the driver has an excellent field of vision, a fundamental advantage in situations in which off-road can mean the total absence of a road surface. The approach angle of 50°, the ramp angle up to 30°, the angle of departure up to 41° and the wading capacity of up to 660 mm confirm that the vehicle is truly able to go anywhere. Its cab also stands out for its high comfort levels, with the main controls conveniently positioned for optimal ergonomics.

The heart of the Daily 4x4 is the F1C engine with four in-line cylinders, giving it a total engine size of 3 L that delivers 146 hp and 350 N/m of torque from 1,400 to 2,600 rpm. The Daily 4x4 is available at two gross vehicle weights (3.5 t and 5.5 t), and with either a short or long wheelbase (3,050 mm or 3,400 mm). It can also be specified with a day cab or crew cab. The 3.5 t versions have a plated weight of 2,250 kg on the front axle and 2,800 kg on the rear axle, while the 5.5 t versions have plated weights of 2,450 kg on the front axle and 3,700 kg at the rear.

The Daily 4x4 occupies a place in a very important niche market: Commercial 4x4 vehicles represent a market that has been growing for years, which confirms the increased interest in professional four-wheel drive, with vehicles capable of going anywhere, utilised primarily for special applications.

## Iveco

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*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 – 16 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, with the brand Iveco Astra, builds mining and construction vehicles, rigid and articulated dump trucks and specialty 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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