

## **New China Daily line-crossing ceremony: the first unit comes off the assembly line**

*Inspired by the latest generation of IVECO Daily range, awarded with numerous prizes across the world, the New China Daily delivers all the strengths that made the long-standing success of the Daily family.*

*Produced at the new manufacturing plant in Qiaolin, Nanjing, the New China Daily covers efficiently the needs of all customer missions, with its versatility and flexibility. High standards of comfort, safety and quality make the New China Daily a benchmark in the Chinese market.*



Nanjing, 7<sup>th</sup> July 2017

NAVECO, the 50:50 joint venture between IVECO and SAIC for light commercial vehicles and engines, previewed the **New China Daily as the first unit came off the assembly line** at the new manufacturing plant in Qiaolin, Nanjing.

The New China Daily builds on the heritage and reputation earned by the Daily family in this country since it made its first appearance in 1986. The Turbo Daily revealed a taste for European-style light commercial vehicles, continuing to gain popularity with the NAVECO JV establishment in 1996. The Power Daily has gone from strength to strength since its launch in 2004. And now **the New China Daily**, a new generation vehicle that represents an investment of 2.1 Billion RMB, aligns the Daily offer in China with the most advanced European standards.

The **New China Daily** is a multi-functional commercial vehicle developed to compete in all the segments of the Chinese market. With a complete and extensive line up, it covers efficiently the needs of all customer missions, from goods and people transport to special applications. It's ideal for customers who need flexibility for a dual requirement of transporting people and goods, as well as for customers who require a highly professional vehicle, such as logistic operators.

This extreme versatility and flexibility is possible thanks to the completely new vehicle architecture with **4 different chassis and 27 types of body** that leverages on IVECO's exclusive body-on-frame structure.

The brand **new 7-ton version** has the strength to carry a bigger payload than any 7.5-ton medium range vehicle, and the line up also includes an ample **16.7 cubic-meter version**, unique among its competitors.

The New China Daily features the **F1 engine family** (2.3 l and 3.0 l), which, together with **smart energy-saving features** and improved aerodynamics, optimizes the trade-off between fuel consumption and performance.

The New China Daily also stands out for the **high standards of comfort and safety**. The car-like drive position and the redesigned dashboard with additional functionalities provide **improved ergonomics**, for a comfortable and safe drive. The **new QUAD-LEAF** front suspension increases the load carrying capacity of single-wheeled versions, conferring outstanding comfort and handling to the vehicle. These comfort, safety and productivity features make the New China Daily a benchmark in the Chinese market.

It also sets new standards of **intelligent connectivity**, integrating mobile devices with the vehicle's infotainment system, granting full control of the mobile Apps on-board. In addition, a constant communication flow between vehicle and driver, through the new easy-to-read TFT cluster with Thin-Film-Transistor liquid-crystal display (TFT LCD), makes life on-board easier and safer.

The New China Daily also benefits from CNH Industrial's standards of World Class Manufacturing (WCM) processes and high quality levels of the new NAVECO plant located in Qiaolin, Nanjing. The result is consistently high quality standards in every unit that leaves the assembly line.

The New China Daily will be available for sale in China starting from Q4 2017 and for export markets starting from 2018.

**Michele Lombardi, Vice President IVECO Asia Pacific**, stated: *"IVECO has entered the 4<sup>th</sup> decade of its presence in China. We have evolved with this market and will continue to support the transition to sustainable transport. With the New China Daily, IVECO offers customers a vehicle that stands out for technology, sustainability and manufacturing excellence. The New China Daily keeps the strengths of the Daily family, which has known great popularity in China for the past 30 years, as testified by the over 570,000 vehicles sold."*

## 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 – 7.2 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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