



Trucks and
Commercial Vehicles

IVECO

Iveco Daily keeps van operators heading in the right direction

(Watford, 21 January 2009): Iveco's nationwide dealer network has launched a special offer for retail customers purchasing and registering new Daily vans during the first quarter of 2009 (up to and including 31 March).

The offer will see all new Daily vans fitted with a free Trafficmaster satellite navigation system. Named 'Smartnav', the unit comes with a complimentary 12-month subscription to the service, which in addition to providing simple instructions on how to get to any mainland UK destination, also alerts drivers to traffic problems and guidance around them, helps avoid congestion charging zones and warns of speed cameras.

Unlike other satellite navigation systems, Smartnav also provides 24-hour personal assistance at the touch of a button, and in the case of requiring emergency assistance, is able to instantly pinpoint the vehicle's location.

Andrea Bucci, Marketing Director at Iveco UK, says: "Satellite navigation can really take the stress out of driving, and whilst it is booming in the car market, it still remains a luxury for many commercial vehicle drivers. One of the major benefits of the Smartnav is that it constantly monitors the road ahead for delays, enabling the driver to select an alternative route in the event of a traffic jam and provide an accurate ETA.

"Combined with all of the regular features packed inside a Daily, the inclusion of Smartnav ensures Daily is an even better proposition for light commercial vehicle operators," he adds.

Iveco's Daily range extends to over 2,500 different models with gross vehicle weights from 3.2 to 6.5 tonnes. In 2008, it retained its position as market leader in the 3.5 tonne sector across Western Europe, ahead of the Mercedes-Benz Sprinter.

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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.



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Iveco employs over 28,000 people and runs 27 production units in 16 Countries in the world using excellent technologies developed in 5 research centres. Besides Europe, the company operates in China, Russia, Australia, Argentina, Brazil, and South Africa. More than 6,000 service facilities in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

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Press Release