



## Iveco leads the industry with EEV as standard

(Watford, 11 February 2009): Iveco is leading the commercial vehicle industry in the UK by becoming the first manufacturer to offer its Eurocargo, Trakker and Stralis\* ranges to meet the stringent Enhanced Environmentally friendly Vehicle (EEV) level as standard.

This follows two major trends Iveco has set previously in the truck sector by offering its trucks with automated EuroTronic gearboxes as standard, as well as standardising on Euro 5 across its product ranges, two years ahead of the deadline.

Martin Flach, Product Director at Iveco UK, explains: "All new models ordered from our factories will be built to meet EEV standards with immediate effect. EEV was originally developed as the appropriate level for a CNG-powered vehicle, and serves as a stepping stone between Euro 5 and Euro 6. Most importantly, it sees the diesel particulates in a vehicle's emissions cut from 0.03 to 0.02 g/kw hour.

"Whilst some manufacturers offer EEV as an added-cost option on specific models in their ranges, Iveco is the first to make it available across the board as standard on all new factory orders," he says.

The announcement is combined with continuing efforts by Iveco to lobby government to introduce a financial incentive for road transport operators to adopt this new technology, with the withdrawal of the Reduced Pollution Certificate due in September 2009.

"There are already incentives available in some European member states for purchasing EEV vehicles, and indeed any UK operator with an EEV vehicle would pay lower tolls if travelling through Germany. But we would like the UK Government to recognise the benefits of fleets adopting this new greener technology and to provide a suitable incentive. The environmental benefits of an operator taking an older Euro 2 or 3 truck off the road and replacing it with an EEV vehicle are significant," he adds.

*\*Currently available on all models except the 560 hp Stralis.*  
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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.*



Trucks and  
Commercial Vehicles

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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 and Latin America. 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**