

## IVECO BUS received the DNA Paris Design Awards 2021

*IVECO BUS received the DNA Paris Design Awards 2021 in "Product Design – Vehicle, Transport and Accessories" category from the DNA committee for the new front face of its full electric urban bus: the IVECO E-WAY by HEULIEZ, highlighting the vast experience and expertise of the brand in terms of Design.*

Vénissieux, 23 June 2021



PRESS RELEASE

The E-WAY fully electric city bus has been recognized by the DNA jury, comprised of designers, editors and creatives who are devoted to true excellence in Design. Their mission consists of discovering and celebrating fresh and creative designs from all around the world in fields of Architecture, Interior, Landscape, Product, and Graphic Design.

Thanks to its simple shapes and comforting appearance, the E-WAY's new front face is a perfect illustration of the use of design applied to public mobility. The attractive design of the city bus allows it to perfectly integrate into the urban landscape, thereby uniting the city's residents around a common city landmark.

The E-WAY Design has been developed by the Industrial Design team based in Lyon. Inspired by the following key words:

### **Dynamism**

Tomorrow's cities will be smart. In line with the times, the E-WAY's new front face presents a design with continuous surfaces that gives a contemporary and modern identity adapted to the urban environment.

### **Confidence**

The E-WAY's new front face comprises stable and rational lines, offering a new contact with peace of mind. The smooth appearance, the large flat surfaces and the centralized lighting elements perfectly express the arrival of the electric drive vehicles.

### **Customization**

We have a strong desire to contribute to the cultural heritage of each city by offering a portfolio of customizations adapted to the desires for the creation of a specific identity for each city. We can offer sober or colorful combinations consistent in terms of proportions and colors.

The convergence of all these results: the capacity of a company such as IVECO Bus to be able to offer products that move in the direction of human need. The E-WAY is a synthesis of dynamism, confidence and customization, enhancing the everyday life of city residents.

Unveiled in preview on the 100% electric Midibus version at the Busworld show in Brussels in October 2019, this front face is now available on all models within the E-WAY range.

Link to the website: [DNA\\*PARIS](#)

## IVECO BUS

*IVECO BUS is a brand of CNH Industrial N.V., a global leader in capital goods listed on the New York Stock Exchange and on the Borsa Italiana in Milan.*

*A major player in the field of public transport, and among the leading bus and coach manufacturers in Europe, IVECO BUS designs, manufactures and markets a broad range of vehicles that meets all the needs of public and private operators:*

- school, intercity and tourism coaches;*
- standard and articulated city buses, including BRT dedicated versions; city midibuses*
- minibuses for all passenger transport missions.*

*IVECO BUS benefits from a strong expertise in alternative energies vehicles and is now capable of offering a complete range running on compressed natural gas – fully compatible with biomethane – and in the electromobility field, to suit every kind of transport need. Thus, IVECO BUS positions itself as a reference partner to face the numerous challenges of sustainable mobility.*

*IVECO BUS employs over 6,000 people across four production units, in Annonay, France, Vysoké Myto, Czech Republic, Brescia, Italy and in Rorthais, France with its electromobility center of excellence.*

*The extensive IVECO BUS and IVECO service network guarantees assistance around the world wherever an Iveco Bus vehicle is at work.*

*For further information about IVECO: <http://www.ivecobus.com>*

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

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