



New Daily: European orders reach 11,000

(Watford, 16 November 2011): Following its international launch in September, the New Daily, Iveco's light commercial vehicle, has achieved European orders totalling 11,000 vehicles – including particularly strong results in the chassis cab segment. This achievement confirms New Daily as Europe's favourite vehicle amongst transport professionals.

In addition to the critical acclaim it has received from the public and the press alike the New Daily has been awarded another sign of approval. Iveco has been selected by the European jury of Warner Bros as the company achieving "Best Brand Association", asserting itself amongst other licensees at European level with the use of the Superman logo, the DC Comics superhero icon, in New Daily communications.

The New Daily responds to demands for guaranteed excellent performance as well as a reduction in fuel consumption and CO2 emissions. It is a reliable workhorse for meeting the everyday logistical needs of operators in the light goods and passenger transport sectors.

In city centres, inter-urban transportation and demanding off-road applications, the New Daily confirms the accomplishments and values that are written into its DNA: "strong and professional". Proving itself once again as the ideal solution to those looking for a vehicle that combines technological innovation and sustainable mobility with performance, reliability and strength.

Press Release



Iveco

Iveco, a Fiat Industrial company, 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.

Iveco employs almost 25,000 people and runs 24 production units in 11 Countries in the world using excellent technologies developed in 6 research centres. Besides Europe, the company operates in China, Russia, Australia and Latin America. Around 5,000 sales and service outlets in over 160 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

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