

## IVECO Eurocargo proves pick of the litter for Brown Recycling

*Waste management company becomes one of the first fleets to benefit from IVECO's new ready-bodied skip loader range*

Basildon, December 6, 2017

IVECO has supplied a pair of 18-tonne Eurocargo skip loaders from its DriveAway range of ready-bodied vehicles to Brown Recycling, Staffordshire's largest waste management company.

Both 4x2 rigids feature Boughton bodywork and were available to buy direct from local IVECO dealer Sherwood Truck & Van's forecourt, enabling them to enter operation just as soon as they'd been painted in the customer's distinctive brown livery. The delivery marks a major conquest order for IVECO, joining a 40-strong fleet of predominantly competitor vehicles.

The new arrivals will transport full and empty skip loads between depots in Crewe, Leek, Newcastle-under-Lyme and Stafford, replacing older models and are expected to remain in service for five years.

Rod Brown, Managing Director at Brown Recycling, says: "The expansion of IVECO's DriveAway range to include skip loaders was the deciding factor for us; other manufacturers simply couldn't compete on lead time. Having access to pre-bodied vehicles direct from the forecourt simplified the whole buying process and meant we only had to deal with a single point of contact at the dealer from start to finish."

Commenting on the performance of the vehicles, Brown adds: "The drivers' reaction to the Eurocargos has been really positive and they are fitting into the fleet really well. Our team particularly like the ease of access into the cab and the vehicle's overall manoeuvrability – we deliver skips into some pretty narrow areas and the turning circle is winning a lot of praise. It's likely the Eurocargo will be on our shopping list again."

Described as 'the truck the city likes', each Eurocargo ML180E25 is powered by an ultra-clean 6.7-litre Tector engine and delivers an impressive 251hp at 2,500 rev/min and 850Nm of torque between 1,250 and 2,050 rev/min – making it ideal for even the most demanding waste collection duties.



PRESS RELEASE

Both vehicles have been supplied with a five-year IVECO Elements repair and maintenance contract, structured to maximise uptime and performance over a long life. All routine maintenance work will be carried out at Sherwood Truck & Van's Stoke-on-Trent dealership, conveniently located just two miles from the customer's principal site.

The Eurocargo offers all the advantages of IVECO's patented HI-SCR emissions technology, which utilises passive regeneration of the diesel particulate filter. As there is no need to make periodic stops for forced regeneration, the single anti-emission system increases productivity for the operator as it doesn't need driver involvement nor downtime from active regeneration.

IVECO's DriveAway programme is designed to help operators get new vehicles on the road almost immediately, with the manufacturer offering bodywork for everything from general haulage and temperature controlled distribution, to specialist bodies for the construction, demolition and waste sector. This includes skip loaders from a choice of body manufacturers, including Boughton, HIAB and Hyva. All vehicles come with a comprehensive two-year unlimited mileage warranty covering the body and chassis.

Brown Recycling is a family-run business with more than 80 years' experience in the waste management sector. As well as skip hire, it also provides scrap metal and recycling services.

## 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 tonne vehicle weight segment, the Eurocargo from 6 – 19 tonnes, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tonnes. 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.*

To download supporting imagery: <http://gk.news/IVECO>

For further information about IVECO: [www.IVECO.com](http://www.IVECO.com)

For further information about the IVECO dealer network: <http://www.IVECO-dealership.co.uk>

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



<http://www.facebook.com/IVECOUK>



<http://twitter.com/IVECOuk>



<http://www.youtube.com/IVECO>



<https://www.flickr.com/IVECO>

For more information contact:

Lisa Fuller, Brand Marketing and Communications Manager

IVECO Ltd

Tel. +44 (0)7740 448110

[lisa.fuller@IVECO.com](mailto:lisa.fuller@IVECO.com)

[www.IVECO.co.uk](http://www.IVECO.co.uk)