

## New Dailys prove a perfect fit for Pukka Pies

Watford, May 27, 2015

Independent food manufacturer, Pukka Pies, has taken delivery of two 5.2 tonne New Daily light commercial vehicles and an 18 tonne Eurocargo rigid; the first Iveco products to join the renowned brand.

The deliveries mark a shift in fleet strategy for the Leicester-based business, taking on the versatile chassis cab models which provide the exact load capacity needed on the company's delivery routes.

Supplied by Sherwood Truck & Van, the new vehicles join a 28-strong fleet and will be used to deliver some of the 60 million pies baked by Pukka Pies every year.

Andrew Storer, Joint Owner of Pukka Pies, says: "The new light commercials will be replacing a pair of larger 7.5 tonne vehicles. Before we acquired the New Daily chassis cabs we only had these and the 3.5 tonne models available for the multi-drop delivery routes. The 5.2 tonners give us the best of both worlds."

When considering replacements, Pukka Pies needed vehicles which were nimble enough to handle urban deliveries, yet had the versatility to operate efficiently on longer motorway runs.

Storer continues: "Our company is always looking for new ways to improve the efficiency of our supply chain; the New Daily light commercials fit perfectly into our fleet."

From their Leicestershire base, the Iveco vehicles will be making up to 40 drops a day to businesses throughout the Midlands, travelling more than 40,000 miles a year.

Pukka Pies has specified the light commercials with rear air suspension, a Solomon refrigerated body, Carrier Transicold Pulsor refrigeration unit and a Unitainer storage and racking system. This allows the company's drivers to load and unload the New Daily fridge boxes with ease, whilst ensuring the pies arrive at their delivery location in perfect condition.

Storer adds: "The New Dailys will be more economical to operate in the long run. We have invested in the most modern vehicles with fuel efficient drivelines, the latest fleet management software and premium low rolling resistance Michelin tyres to keep our operating costs as low as possible throughout the lifetime of the vehicles."



PRESS RELEASE

The New Daily light commercials are fitted with a 3.0 litre engine which delivers 170 hp between 3,000 and 3,500 rev/min and 400 Nm of torque between 1,250 and 2,600 rev/min.

The Euro VI Eurocargo (ML180E25/P) rigid also replaces a vehicle in the Pukka Pies' fleet. The Eurocargo undertakes deliveries to the company's regional distributors, operating across the UK.

## **Pukka Pies**

*Pukka Pies is an independent family business and has been producing superior pies for more than 50 years. It prides itself on producing delicious, quality and value for money pies made using only the finest ingredients in a 120,000 square foot state-of-the-art modern bakery in Leicestershire.*

*Pukka Pies produces in excess of 60m pies a year, with a turnover of over £40 million and employs more than 340 members of staff. Delivering product with its own dedicated fleet of 28 vehicles to a host of high street outlets within a 90 miles radius, the company also has regional distributors across the UK and abroad.*

*Pukka Pies is an iconic household name, the nation's number one hot pie brand and is found in most major retailers up and down the country.*

## **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 – 16 tonnes, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tonnes. In addition, with the brand Iveco Astra, builds mining and construction vehicles, rigid and articulated dump trucks and speciality 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://news.cision.com/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)



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