

## International Coach of the Year 2016 trophy presented to Iveco Bus in Kortrijk

*Stuart Jones, President of the jury of 22 journalists from the European coach and bus trade media which voted the Magelys "International Coach of the Year 2016", presented the award to Sylvain Blaise, Head of Iveco Bus, on Thursday 15 October on the manufacturer's stand at Busworld Kortrijk.*

Saint-Priest, 15 October 2015

When the Iveco Magelys was named International Coach of the Year 2016 back in August, organisers declared: *"The jury particularly commended the Magelys in its latest Euro VI version, which boasts numerous innovative features that go far beyond the simple "silver smile" which now adorns all the front grilles of the Iveco Bus range. The manufacturer has focused considerable effort on optimising the cost-effectiveness of the vehicle, and the jury noted all of the improvements that combine to actively reduce the total cost of ownership (TCO) for operators".*

Within a legislative framework which favours increased freedom with regard to coach transport, this major success reinforces Iveco Bus' position as one of Europe's leading industry players.

The Magelys is a tourist coach with an exclusive design, available in two lengths (12.2 m and 12.8 m) and three versions (Line, Pro and Lounge, the latter being unveiled at Busworld), meeting the many needs and requirements expressed by passenger transport companies. As proof of its versatility, the vehicle presented to the jury at the Coach Euro Test was equipped with all the facilities recommended for use on new routes at a regional, national and European level. These have emerged in the wake of the liberalisation of the sector Germany, and now in France, since the announcement of the Macron law.

The winner of the "International Coach of the Year 2016" trophy is a Magelys Pro, equipped with the following: wheelchair lift with dedicated access door and space for a passenger with reduced mobility, removable table, 46 Kiel leather seats, central toilet, 3 retractable LCD screens, WI-FI connection, 220 V and USB sockets, GPS and front camera, providing passengers with a view of the road ahead.

Of course, the Magelys also boasts extremely high levels of both active and passive safety. For example, its robust self-supporting structure is hardened in a cataphoretic coating to ensure long-lasting protection against corrosion. It is designed to pass the R66/01 rollover test, an international regulation which ensures passengers receive maximum protection if the vehicle overturns; the standards required to pass this test have not traditionally been met by double decker coaches. Magelys is also equipped with the latest technological innovations such as the LDWS (Lane Departure Warning System) and AEBS (Advanced Emergency Braking System) automatic braking.

Sylvain Blaise, Head of Iveco Bus, commented: *"We are proud that the Magelys was victorious following a series of intensive tests, earning the coveted title of "International Coach of the Year 2016", and seeing off some serious competition. This is a strong signal to the entire industry and to operators alike, clearly indicating that our vehicle has all the qualities required for a great European career".*



*Photo: Sylvain Blaise, Head of Iveco Bus, receives the "International Coach of the Year 2016" award for the Magelys from Stuart Jones, President of the jury and Editor of the UK magazine Bus & Coach Buyer.*

## 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 (Crossway and Magelys)
- standard and articulated city buses, including BRT dedicated versions, with a strong leadership in clean technologies such as CNG and Hybrids (Urbanway and Crealis)
- minibuses for all passenger transport missions (Daily)
- different chassis for bodybuilders.

Iveco Bus employs over 5,000 people across two production units, in Annonay, France and in Vysoké Myto, Czech Republic. Both factories were awarded the bronze medal in 2013 following their WCM (World Class Manufacturing) audits, an international methodology for managing manufacturing processes according to best standards worldwide.

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: [www.iveco.com](http://www.iveco.com)

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

### **For further information, please contact:**

#### **Iveco Press Office – EMEA Region**

[pressoffice@iveco.com](mailto:pressoffice@iveco.com)

[www.ivecopress.com](http://www.ivecopress.com)

Tel. +39 011 00 72965

ref : IVECO 15042