

Iveco Stralis Hi-Way joins agricultural produce haulier P. Harper & Sons' fleet

Basildon, November 20, 2015

In a hard won conquest deal, Iveco has delivered its first new heavy truck to agricultural produce haulier P. Harper & Sons in more than seven years. The new Stralis Hi-Way AS440S46TX/P 6x2 twin-steer tractor unit joins the national haulier's 16 vehicle fleet, which operates from its storage, grading and distribution centre in Ramsey, Cambridgeshire.

One of the key factors for the decision was the new vehicle's projected low total cost of ownership over its expected five year working life on the fleet.

To ensure optimum performance and minimum downtime the Stralis has been supplied on a 140,000km per annum R&M agreement with Guest Truck and Van – one of the largest Iveco dealer groups in the UK. Under the deal, Harper's will be able to take advantage of full vehicle servicing and maintenance – along with scheduled safety inspections, digital brake testing and tachograph calibration – with the guarantee that work will be undertaken by manufacturer trained technicians.

Nigel Harper, P. Harper & Sons Managing Director, says: "We knew from past experience that Iveco produces an excellent vehicle and the latest generation Stralis ticked all the boxes. On top of this Bal Singh at Guest Truck and Van offered us a competitive repair and maintenance package and his personal guarantee that we would receive first class service throughout the vehicle's life on our fleet. That, combined with the all-round versatility of the Stralis Hi-Way, was enough to tempt us."

Harper's new Stralis tractor unit is powered by the latest Iveco Cursor 11 engine which produces up to 460 hp between 1,500 and 1,900 rev/min, and up to 2,150 Nm of torque between 925 and 1,500 rev/min. This is achieved thanks to Iveco's patented HI-SCR system, which has been designed to meet Euro VI emissions standards without the need for exhaust gas recirculation. The new technology assists in reducing the vehicle's weight and further optimising fuel performance, whilst the simplicity of the SCR-only approach means long service intervals for the diesel particulate filter of up to 600,000km.

In addition to the wealth of standard features the new Stralis Hi-Way has been equipped with lightweight alloy wheels, axle load indicators and Iveco's technology-rich integrated satellite navigation, infotainment and telematics package, IVECONNECT.



PRESS RELEASE

The new vehicle is finished in Harper's distinctive blue livery and features a Kelsa light bar mounted on the roof.

P. Harper & Sons Ltd was established in 1962 and provides a dedicated 24/7 transport service to the agricultural industry throughout the UK. The family owned company also provides on-site storage, produce grading and re-distribution through Harpers Grading and Storage 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.

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