

Iveco simulator drives profit-focused decision making

CV Show, Stand 4G10, Hall 4, NEC, Birmingham – 29 April to 1 May 2014

Watford, April 29, 2014

Iveco is planning for its total cost of ownership (TCO) simulators to be working in overdrive for the next three days, with enough places to put more than 300 prospective heavy truck buyers in the driving seat.

Developed by Iveco specifically for the CV Show, the twin TCO simulators sit alongside each other at the heart of Iveco's 864m² stand. Designed to replicate a Stralis Hi-Way dashboard, the simulators are pre-loaded with fuel consumption and running cost data for an array of heavy trucks from each of the seven principal manufacturers in the UK market.

Martin Flach, Product Director at Iveco, says: "The simulators enable us to compare TCO between our latest generation Euro VI Stralis tractor units and either a customer's existing fleet, or Euro VI alternatives from other manufacturers.

"Every calculation is bespoke and can be based around a prospective customer's precise operation – including their fleet size, the price they pay for fuel, annual mileage, vehicle operating weight and a whole host more."

When Iveco launched its latest generation Stralis range, every aspect of the vehicle's design and build was fine-tuned to ensure optimum fuel economy and the lowest TCO for the customer. With the introduction of Euro VI, Iveco says its TCO advantage has increased; thanks to the high efficiency selective catalytic reduction system known as 'HI-eSCR' which lies at the centre of its Euro VI engine solution.

Developed by engine partner FPT Industrial, HI-eSCR enables Iveco to achieve Euro VI limits via a simplified after-treatment system and – unlike the majority of competitor solutions – without the use of EGR (exhaust gas recirculation).

"We are committed to reducing TCO and recognise in today's ever challenging environment that operators need to achieve all-round efficiency. We believe we have developed the right Euro VI technical solution to offer a wide range of performance advantages to customers including weight reduction, optimised fuel consumption and increased durability thanks to a less complex, yet highly efficient, driveline."



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Flach adds: “The simulation is the first step in demonstrating the potential savings to customers, but following the show we’ll be working hard to follow these simulations up with the offer of a Stralis demonstrator from one of our dealers.

“Simulations as sophisticated as ours are all very well in an indoor setting like the NEC, but ultimately, we’re keen to let our product do the talking in a customer’s own fleet.”

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, city and intercity buses and coaches as well as special vehicles for applications such as firefighting, off-road missions, defence and civil protection. Iveco employs over 26,000 individuals globally. It manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 5,000 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.

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