



Knights of Old first in line for new Stralis Hi-Way

(Watford, 25 March 2013): Northamptonshire-based Knights of Old has become one of the first hauliers in the UK to take delivery of the International Truck of the Year (IToy) 2013 – the Iveco Stralis Hi-Way.

The Stralis Hi-Way AS440S46TX/P heads a fleet of six new Iveco 6x2 twin-steer tractor units to be entering service with the transport and logistics specialist over the coming weeks, with the Hi-Way to be joined by five Stralis Hi-Road AT440S46TX/P models.

Knights of Old has specified all six tractors with Iveco's unique new Driving Style Evaluation tool which allows the driver to improve their driving behaviour in real time. Recognised as one of the key reasons behind the manufacturer's IToy crown, it helps drivers to follow the most fuel efficient driving style and can generate savings of between 5 per cent and 12 per cent, which Iveco claim is superior to any single technology solution.

The system works by processing data acquired by the engine, vehicle, and through an advanced Iveco algorithm, to provide an ongoing assessment of driving style, displayed on a dashboard mounted screen, along with suggestions for steps the driver can take to reduce fuel consumption.

Ian Beattie, Managing Director of Knights of Old, says: "The new Stralis is a real head turner and the first time a lot of people see one it will be in Knights of Old livery. It's been attracting a lot of interest from our drivers already; they're as excited as we are about its potential to nudge our fuel-saving performance up yet another gear."

Knights of Old acquired a large fleet of Ivecos when it merged with long-time Iveco customer Mainland Group in November 2011 and the company has continued to purchase Ivecos since – with approximately 13 new 7.5 and 18 tonne Eurocargos joining the fleet. Uniquely, the arrival of the Stralis Hi-way marks the first Iveco heavy truck to carry the distinctive blue and red Knights of Old livery.

Beattie explains: "Eurocargos were the mainstay of the Mainland Group fleet and have continued to impress. It's on the back of this performance that we first looked at buying the new Stralis, and we're now putting them

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head to head against our existing heavy truck fleet. We'll be comparing whole life costs, fuel economy, driver feedback and aftersales support very closely."

The new Iveco tractor units will be double-shifted up to five days a week and are expected to cover more than 160,000 km a year, with servicing carried out by supplying dealer Stormont Truck & Van.

Both the Hi-Way and Hi-Road models feature twin-bunk sleeper cabs and full aerodynamic kits to help reduce drag. Powered by 460 hp EEV-rated engines, they will be used with tri-axle curtainside trailers nationwide, operating a 24 hours a day logistics service for customers.

The Stralis Hi-Way is the flagship of the Iveco range, designed for long-haul work, and has one of the most modern premium cabs on the market. The Hi-Road model includes many of the same innovative features packaged in a narrower cab and intended for distribution and fleet operations as well as medium to long-haul domestic missions.

Knights of Old enjoy an esteemed company history which began when William Knight began transporting goods for the local community back in 1865, using a horse and cart. The company first took the name Knights of Old Ltd in 1957 and began to focus on general haulage in 1968. It is a major shareholder in the national distribution consortium, Partnerlink, and a member of the Palletforce network. Its fleet totals 170 trucks and 200 trailers.

Iveco

Iveco, a Fiat Industrial company, designs, manufactures, and markets a broad 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 fire fighting, off-road missions, defence and civil protection.

Iveco employs almost 25,000 people and runs in 11 Countries in the world using excellent technologies. Besides Europe, the company operates in China, Russia, Australia and Latin America. Around 5,000 sales and service outlets in over 160 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.