

## IVECO's New Daily Hi-Matic is a perfect fit for SFS Flooring Supplies

*Vehicle's unmatched payload capacity and strong demonstrator performance leads customer to choose IVECO*

Basildon, March 26, 2020

SFS Flooring Supplies has taken delivery of an IVECO Daily Hi-Matic 7.2-tonne chassis cab, after only a few hours behind the wheel of a demonstrator showcased the vehicle's unrivalled payload capacity.

Supplied by IVECO Retail in Heathrow, the new arrival stands out for having the highest gross vehicle weight of any light commercial vehicle (LCV) on the market, offering a carrying capacity greater than many 7.5-tonners.

As the first vehicle to join the customer's fleet since gaining its operator's licence, the Daily Hi-Matic will be used instead of older 3.5-tonne vans to deliver materials across London and the Home Counties.

Marius Ursuta, Logistics Manager at SFS Flooring Supplies, says: "I wanted our first vehicle above 3.5-tonnes to be reliable and able to carry our largest products without any fuss. I'd read positive reviews about the IVECO Daily's performance and once behind the wheel of a demonstrator, it wasn't long before I was convinced to place an order.

"We can easily fit our heaviest carpets on board and still have room to spare – something that wasn't possible with our smaller vans. Before, we would do less than 10 deliveries a day but we anticipate with the Daily Hi-Matic we'll be able to do 15, so it's going to make such a difference. The Hi-Matic gearbox also makes the driving experience very comfortable, which is important as our drivers can spend a lot of time in busy London traffic."

Launched internationally in April 2019, the latest generation Daily stands out for its impressive fuel economy – achieved by its new engine Start&Stop system and exclusive Class A Super Eco Low Rolling Resistance tyres, specifically designed for the Daily range.

The new model also offers significant savings on maintenance, which is now up to 10 per cent lower on urban missions as a result of extended oil change intervals.



PRESS RELEASE

Powered by a 3.0-litre Euro VI\_D heavy duty diesel engine delivering 180hp and 430Nm of torque, SFS Flooring Supplies' Daily Hi-Matic (72C18HA8) is mounted with a curtainside body made by Solent Bodybuilders and equipped with a tuckaway tail-lift from Del, to increase driver safety during the loading and unloading process.

Designed to provide absolute driving pleasure, IVECO's Hi-Matic eight-speed automatic transmission changes gear more quickly and precisely than the best driver – needing less than 200 milliseconds for a gear shift when greater acceleration is required. Found in premium cars from manufacturers such as Jeep and Maserati, the Hi-Matic's proven durability and reliability also helps to lower repair and maintenance costs by 10 per cent versus a standard manual gearbox.

Ursuta adds: "The service from the team at IVECO Retail has been excellent from start to finish. We needed the curtainside body to be five metres long so we could fit our largest rolls of carpet inside and they listened to our needs, working closely with the bodybuilder to deliver exactly what we required."

Based at SFS Flooring Supplies' depot in Langley, near Slough, the Daily Hi-Matic will be kept in service for five years and is expected to clock up to 40,000 miles a year.

All routine maintenance work will be conducted by IVECO Retail in Heathrow – located just eight miles away – as part of a five-year R&M package to help keep vehicle downtime to a minimum.

SFS Flooring Supplies has more than 25 years' experience in supplying contract flooring materials, with its product ranges including stair nosings, metal trims, PVC wall cladding and accessories. The company is also part of the Recoflor recycling scheme and an FSC certificate holder.

## 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 3.3 – 7.2 tonne vehicle weight segment, the Eurocargo from 6 – 19 tonnes and, in the heavy segment above 16 tonnes, the Trakker (dedicated to off-road missions) and the IVECO WAY range with the on-road IVECO S-WAY and the IVECO X-WAY for light off-road missions. 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.*

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)

 <http://www.facebook.com/IVECOUK>

 <http://twitter.com/IVECOuk>

 <http://www.youtube.com/IVECO>

 <https://www.instagram.com/iveco>

For more information contact:

Lisa Fuller, Brand Marketing and Communications Manager

IVECO Ltd

Tel. +44 (0)7740 448110

[lisa.fuller@IVECO.com](mailto:lisa.fuller@IVECO.com)

[www.IVECO.co.uk](http://www.IVECO.co.uk)