**IVECO AT THE 2012 IAA MOTOR SHOW IN HANOVER**

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**THE NEW STARS OF THE IVECO HEAVY RANGE AT IAA 2012**

On the occasion of the **64th International Commercial Vehicle Show (IAA)** in Hanover, from 20to 27 September 2012,Iveco presents the new stars of its heavy-duty range: **the new STRALIS and the new Trakker.**

**The new STRALIS in the spotlight**

After its launch on July 1, the new STRALIS debuts before a large international audience, with two important novelties concerning the choice of Euro VI engines offered. The vehicle, which is the Iveco’s answer to the needs of today’s professional transport, is enhanced by the new powerful **Cursor 9 with 400 HP and 1700 Nm**, a particularly competitive choice for fuel transport applications and the **Cursor 11 with 480 HP and 2250 Nm**, which offers the same performance as a 13-litre engine, combined with significant advantages in terms of weight and fuel consumption.

With the new STRALIS, Iveco reinforces its customer-oriented strategy, **reducing total cost of ownership (TCO) of up to 4% for long haulage missions.** The vehicle is characterised by highly innovative new engine technology, the **patented FPT Industrial system, Hi-eSCR,** which meets the Euro VI regulations without compromising fuel efficiency.

An additional novelty for 2012, displayed in Hanover, is the **STRALIS LNG Natural Power** version, a vehicle powered by liquefied natural gas that is ideally suited to medium-range distribution and night-time delivery applications, which starting this year, has been marketed all over Europe.

**STRALIS Emotional: a novelty “super-equipped”**

One of the new additions to the heavy vehicle range presented by Iveco is the STRALIS “Emotional”, a vehicle offering a huge choice of additional accessories to create a pleasant driving environment and an area of complete relaxation on board. These factors contribute to increased productivity and vehicle safety.

**The new Trakker: a redesigned cab and improved comfort**

In order to complete the heavy-duty range renewal, Iveco presents, in its world premiere, the **New Trakker**, an off-road construction site vehicle, with an entirely renewed cab. The cab has been conceived to enhance driving comfort and life on board, factors already considered to be fundamental for productivity and safety.

The new Trakker operates on impracticable uneven terrain, relying on its Cursor engines (8 and 13 Euro V), which ensure power and resistance over years for a vehicle that must be operative 365 days per year. The new Trakker significantly increases productivity, offering the comfort of a road vehicle during construction site and off-road missions.

**Trakker Dakar**

Iveco is also exhibiting the **Trakker,** driven by the champion Miki Biasion, which competed at the **2012 Dakar Rally.** Recently the vehicle won first place in another international race, the **29th Baja España-Aragón**, which is the sixth competition in the world championship Rallyes Tout Terrain.

**THE IVECO STAND**

**The focus is on the heavy range**

The stand covers over two thousand square meters and reflects colours and materials used for the creation of the Fiat Industrial Village in Turin. It presents some of the most representative vehicles of the different ranges and it is divided into sections, according to the ranges.

The spotlight at the stand centre is on the heavy range vehicles; right at the heart of the stand, there is an area dedicated to engines and engine technologies. All around the central area of the stand, the vehicles of the other ranges are exhibited, from light to medium-duty vehicles, including minibuses, buses and construction vehicles.

The entire exhibition area, further to be a products’ showcase, shows how Iveco places the customer at the heart of its company strategy. From the design to the marketing of the product, from technical support to the definition of tailored financial services, attention is always focused on creating value for those who, on a daily basis, use Iveco vehicles for their work.

**FPT Industrial innovative powertrain technologies in the heart of the stand**

The engine technology area - in the heart of the stand - features **Euro VI engines** realised by **FPT Industrial**, the backbone of Fiat Industrial, which provides innovative engine solutions for all of the Group’s companies. First with the Tier IV engines for CNH and then with the fully patented advanced catalytic reduction system **High Efficiency SCR (HI-eSCR),** FPT Industrial ensures absolute advantages over its competitors. FPT Industrial’s after-treatment technology for Euro VI vehicles is unique and exclusive, since it meets the strict nitrogen oxide emissions limits through the catalytic reduction system, without any recirculation of exhaust gases.

**At the exhibition area also light and medium range**

Vehicles from the medium (Eurocargo) and light (Daily) ranges are also on show at the stand. In total, three **Daily** vehicles are exhibited, one of which is electric. This vehicle guarantees high reliability and is perfectly adaptable to ordinary urban missions, such as door-to-door distribution and urban passenger transport.

For medium range vehicles, the **Eurocargo**, best in class in Europe for medium haulage distribution, is shown in its Euro V EEV, as it is still the undisputed benchmark for the European market. In fact, it is a leader in the 6 to 19 t GVM segment.

**Astra exhibits HD9 in Hanover**

The off-road range also includes the **Astra brand**, spotlighted in Hanover with the new version of the **HD9,** an even more performing vehicle with a new cab. Astra represents an essential reference point in quarry/building-site transport for all big construction companies looking for a reliable partner, in terms of both strength and versatility of the vehicles and in terms of customer support.

**Iveco collective passenger transport solutions on stage**

Iveco presents the new **Daily Minibus and the Magelys Pro**. The new **Daily Minibus**, exhibited in the 170 HP **Daily Tourys version,** combines the traditionally recognised qualities of the Daily with the attributes of a leader in the collective passenger transport sector. The vehicle is the ideal solution for passenger transport operators for both urban routes and rapid extra-urban transit.

The **Magelys Pro** is represented by the 12-metre version, powered by a Cursor 10 EEV, with 450 HP and belongs to a vehicle family that in recent years has stepped up as a leader in the highly specialised Gran Turismo bus segment.

**The outdoor area: test drives of the electric Daily**

Iveco continues the exhibition of its products in an outside area too. These include four Daily, two Eurocargo, one of which powered by natural gas, two new Trakkers, two STRALIS Hi-Way and three other STRALIS Hi-Road, with medium cab, a Daily Minibus, a Crossway LE and a Leoncino. Visitors can test the Daily electric vehicle in the designated outside area.

**The innovation area: “Iveco Dual Energy” chassis concept**

Confirming Iveco’s ongoing commitment to research into new technological solutions and possible future scenarios, there is **an area dedicated to innovation**, where the technology concept “**Iveco Dual Energy”,** achassis of a light-weight vehicle, a diesel-electric hybrid, is exhibited.

In the same area, Iveco unveils seats equipped with **Airbag “D-air enveloping airbags”**, developed by Dainese, to surround the human body with protection.

**Aftersales and financing services**

Finally, the attention to the customers is confirmed by the presence of an area entirely dedicated to after-sale services. A comfortable space, where visitors may be acknowledged and appreciate the wide offer of services and products assistance, original spare parts and accessories.

All Iveco after-sales products and services are conceived and continuously improved to ensure that the client benefits from unparalleled technical and financial assistance both at the time of purchase and throughout the entire life cycle of the vehicle. In the same area, **Iveco Capital** is present, in order to ensure customers maximum financial support.

**IVECO INNOVATION TECHNOLOGIES FOR FUTURE MOBILITY**

**"Iveco Dual Energy": for tomorrow's light-duty vehicle**

To meet the demands of increasingly sustainable mobility while responsibly combining economic growth with environmental protection, Iveco is committed to researching new technological solutions every day.

This innovative context led to the **Iveco Dual Energy**, a technological concept with a chassis that presents technology for the light-duty vehicle of tomorrow, shown in Iveco's innovation area in Hanover. Iveco Dual Energy proposes extremely flexible technology for light commercial vehicles, capable of switching to the most appropriate source of energy depending on the vehicle’s mission.

The system relies on the use of two different types of traction - one is exclusively electric in order to ensure zero local emissions and low noise levels, and the other is hybrid (thermoelectric) and suitable for long journeys and for extra-urban missions, reducing consumption and CO2 emissions by up to 25%. The principle of operation consists of just a few steps: the fuel's chemical energy is converted into mechanical energy for motion, whereas kinetic energy, which would be dispersed during braking or vehicle deceleration, is recovered and converted into electric energy to be stored in the battery. If necessary, this energy becomes available for the traction.

The hybrid system is the most appropriate for energy efficiency on extra-urban roads. Indeed, compared to a Diesel engine, this system ensures a reduction in fuel consumption and in CO2 emissions of up to 25%. The electric system is indicated for urban or low-traffic areas, where the speed limit does not exceed 50 km/h. Then, alternating these two traction systems makes vehicles suitable for “last mile” management in zero emission areas, whilst ensuring the best performances for extra-urban activities.

Iveco worked on creating this concept using an open and collaborative means of innovation rooted in its ability to cooperate with important partners, sharing ideas, skills and enthusiasm with them. The chassis components on display are the result of teamwork that involved major international companies.

Specifically: the multi-function chassis was developed with ARCELOR MITTAL and MAGNETTO; the components made from fibre composite material with Xperion; the suspensions in multi-material with Streparava; the built-in plastic modules were developed in collaboration with Sole. Also, the e-drive, an electric engine-generator paired with an inverter, was developed in collaboration with Bosch; the multimode manual transmission with FPT Industrial; the lithium ion traction battery with Johnson Control; the electric steering wheel with ZF Lenksysteme; the Electric Brake System with Brembo; the two-level air conditioning system with DENSO; the heat exchanger with CRF; the D-air® with enveloping airbags with Dainese.

In the same area, five seats are on display, four of which are for a Daily Minibus and one for a STRALIS, on which **Airbag “D-air enveloping airbags”** are installed, which use Dainese's D-air® technology.

D-air® is a technology that comes from the world of major motorcycle racing. Developed by Dainese, D-air® uses special high-pressure sacks with a patented 3D structure for maximum protection and ergonomics and "cold" technology gas generators. The new concept of a protective shell that envelops passengers was conceived to specifically address the needs of commercial vehicles and introduce a new paradigm in passive protection as well as a new way to improve the safety of transport.

The D-air® sack has a three-dimensional structure with controlled expansion (total intervention time from activation to inflation is around 45 milliseconds), which, together with high-pressure inflation, allows for a shape and volume designed to envelop and protect the passenger's body. All this makes it possible to achieve maximum shock absorption in a minimum amount of space - that is, the best possible trade-off between safety and ergonomics.

**THE IVECO RANGE: TECHNICAL INFORMATION**

**STRALIS Hi-Way: working on the hi-way**

Iveco presents the STRALIS Hi-Way, the latest generation of heavy-duty road vehicles. The new STRALIS Hi-Way, produced at the Iveco plant in Madrid, offers a series of important advantages to customers: reduced fuel consumption, lower maintenance costs and enhanced reliability and quality.

**Hi-Profitability: the lowest cost of ownership over a vehicle life cycle**

The needs of the customer are the most important factors for Iveco in addressing its product engineering solutions. With this in mind, Iveco developed the new STRALIS Hi-Way with the aim of reducing the **Total Cost of Ownership (TCO)**.

By combining product quality with a range of integrated services that include programmed assistance, fleet management and driver training for economical driving, **Iveco can obtain a TCO reduction by up to 4%** on an international mission carried out with a STRALIS Hi-Way tractor unit for an average of 130,000 kilometres a year and a holding period of 48 months.

As part of the costs that contribute to determining the value of the TCO, the most significant factor is represented by fuel consumption. Building on the ECOSTRALIS technologies already applied in the previous range, which ensured excellent fuel efficiency, the new STRALIS is equipped with next-generation solutions. In combination, these additions allow for a **savings of up to 10% in fuel**.

**Hi-Design & Aerodynamics: the new front section**

Designed with the primary aim of reducing drag coefficient (Cx), the new cab has been enhanced through new design features that render its unique style even more distinctive. The new front end is characterised by a central grille and redesigned air deflectors, a new sun visor with LED lights, optimized bumper design, light assemblies equipped with LED Daytime Running Lights and BiXenon headlights.

Aerodynamics is one of the most critical factors in determining energy efficiency: at 85 km/h, 40% of the fuel is used to overcome air resistance. The new STRALIS cab is streamlined to achieve an excellent drag coefficient (Cx), improved by 3%. This makes the cab quieter for the driver, whilst delivering a significant fuel advantage on long-haul missions for the operator.

**Hi-Comfort & Ergonomics: the new cabs**

The STRALIS cab range offers two widths: the premium **Hi-Way** cab (width 2,500 mm), designed to ensure maximum comfort on long-haul missions for either single or two-man crews. This top-of-the-range cab is available in high and low-roof sleeper cab versions. Alternatively a medium cab (width 2,300 mm) is available as a sleeper cab **Hi-Road** with a choice of medium-high and low-roof, or as a day-cab **Hi-Street** low roof model.

All cabs have been redesigned around the driver, delivering exceptional ergonomics, comfort, safety and *infotainment*. This helps to support the creation of an optimal working environment where the focus is on maximising productivity.

**Hi-Technology & Telematics: the on-board telematics**

**At the stand in Hanover, an area entirely dedicated to TELEMATICS will be located right next to the STRALIS range.**

The pursuit of efficiency also makes use of advanced and easy-to-use control devices which help to provide a productive work environment. In particular, on the new STRALIS you will find IVECONNECT, the exclusive system with a 7’’ touchscreen that allows you to manage *infotainment*, navigation, driving support tools and advanced *fleet-management* services in an easy and integrated way.

IVECONNECT DRIVE includes a navigation system with truck navigation function, the “Driving Style Evaluation” system, which acts as a driving instructor always on board, and the Driver Attention Support safety device, to protect the driver from fatigue and drowsiness. This same *touchscreen* interface is also the on-board terminal for the IVECONNECT FLEET advanced fleet-management services, a new system that monitors the vehicle’s position and allows for data integration with the company's logistics systems.