



# IVECO RELAUNCHES IN AUSTRALIA

Iveco marketing boss Mark Strambi painted a bright picture of the Italian giant's Australian future at a meeting before the Trucks in Action event. The former Isuzu executive illustrated the extent of changes made to Iveco's local operation after the arrival of the new Managing Director, Jorge Garcia.

One of his first tasks was to establish the true position of the brand. An extensive survey was commissioned, using data from 100 operators ranging from exclusive Iveco users, through to mixed fleets and champions of competitive brands. The information is the basis for planning of marketing and advertising, plus the expansions to customer support that will be launched shortly.

Iveco's mother company, Fiat Group tossed in a grenade at the launch though, with an all-encompassing group software program designed to co-ordinate all purchasing, sales, manufacturing scheduling and other support functions. The system crashed, of course, sparking multi all-night sessions for IT staff to keep the operation going. But what this promises is more effective handling of the scheduling of components for the several dozen product and model variants the local production line has to handle. And on that point, Iveco is determined to remain as an Australian manufacturer/assembler of heavy commercial vehicles.

Iveco have firmly gone the SCR route and claim fuel consumption, oil fouling and Euro 5 compatibility all favour the SCR system. Additionally, savings in cooling system redesign to compensate for up to 15 per cent increase in heat output with EGR, allow pricing to be maintained at a lower level.

The new Stralis occupied a lot of the team's time, particularly given the big task it has to capture market share away from its entrenched rivals. They claim they've taken the driver's accommodation from being just a cab to 'living quarters' by increasing interior space by around 20 per cent. The roof is higher, the rear wall is back 100mm and the locker boxes have been upgraded to provide around 60 per cent more storage for all the things truckies accumulate in their travels.

New Cursor 13 engines are rated from 450hp up to 560hp and 1840 ft lb of torque and the Cursor 10 litre has been dropped as most operators want to expand the use of their prime movers across a wider work range. The company has reverted to the European chassis, rather than the hi-tensile version made here. Disc brakes, 8-bag rear suspension with ECAS keep the rig on the road and based on the brief drive *Truck & Trailer Australia* had in Italy late last year, the formula works. All the transmissions are Eurotronic 16-speeders with push-button selector and a steering column wand that allows manual operation with skip-shifting.

Powerstar remains ready for 34-pallet B-double operation. Internationals get a big cooling system revamp, Acco receives Airtek front suspension and 50 degree wheel cut for a two metre improvement to the turning circle.

The Eurocargo comes with the SCR Tector engine, boasting nine per cent power increase and 13 per cent rise in torque. With a horizontal muffler the cab back is now clean, allowing the load to come forward for better use of front axle capacity. A dash mounted Eaton 9-speed gearshift keeps the floor flat and easy to clean.



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# VOLVO'S ADBLUE GUARANTEE

Ford's FPR race team headquarters was the venue for an announcement by Volvo's Marketing Chief Mark Hughes that a new partnership with the giant Yara fertiliser group to ensure new owners of SCR Volvo's will always have AdBlue supplies on hand.

Dealers will analyse customer drive routes and send the data to Yara, who will survey distribution points along the way. If a driver can't get AdBlue at a designated sale point, Volvo will replace the in-cab reserve of 10 litres free of charge.

Volvo has agreed to a \$600,000 sponsorship package with FPR, including supply of a glistening new 660hp FH16 to tow the team's B-double trailer to race meetings. Managing Director Peter Hertinge commented on a record year for Volvo in Australia, noting the first month of 2008 showed little sign of slowing down.

Volvo was one of the manufacturers who petitioned the Federal Government for a deferment of the new ADR emissions regulations. According to Hertinge, Volvo had four trucks that couldn't be finished before the cut-off time due to parts shortages from Europe. With the powerful Victorian-based Bus Industry Council asking for the same, the new Minister caved in and granted the extension.

It's ruffled more than a few feathers, particularly the manufacturers who have invested millions of dollars in completing their engineering design and development on schedule. The reliability of timings and deadlines set by the new Federal Government is now under question and can only impact negatively on long-term investment plans.

