The Stralis is Truck of the Year
The presence of a key player
Always in the limelight
A prize for commitment

Perhaps we’re getting used to it. The daily cascade of difficulties that all of us working in the sector are having to cope with. But, with targeted strategies, real and tangible solutions can be found to the situations we’re facing.
And we are the proof of this. Because of the drop in demand, Iveco has suffered a reduction in vehicle sales in Europe in recent months, but despite the negative figures and lack of encouraging signs, we decided to trust in ourselves and in our ability to respond to the crisis with facts.
And so we got to work and created a winning product: the new Stralis Hi-Way.
A concentration of technology, the fruit of all our labours.
Yes, the new Stralis Hi-Way is the fruit not just of our skills but also – if you’ll excuse the expression – of our sweat and toil and of our hopes.
Of knowing that we are capable of constructing quality designed trucks.
Real trucks, appreciated by our customers all over the world. A continuous effort in which all business areas, from the platform to the accessories, have been working as one.
An approach to the product that has enabled us to focus carefully on each stage of the process and pick out the best options to pursue.
A team effort that has already achieved recognition at an important level.
At the Hannover Motor Show, the Stralis Hi-Way won the prestigious “International Truck of the Year” award.
Not just a pat on the back, but a clear sign of having taken the right road.
The Hannover Motor Show is an important opportunity to meet customers and show them not only new products but also after-sales and aftermarket services. An opportunity taken by P&S to exhibit its novelties to over 260,000 visitors from 46 countries. Part of the Iveco stand was dedicated entirely to services, with spaces for Iveco Capital, Technical Service and P&S. The new P&S Accessories Line played a prominent role with the special fittings for the new Stralis Hi-Way. In the two dedicated display areas, great emphasis was given to the original parts line, especially smaller remanufactured parts – the great novelty of 2012 – and some Bulldor parts. For visitors in the relaxation areas next to the desk, two 3D holographic video projections illustrated the range of Iveco after-sales products and services and Zoom HD, focusing on the guaranteed quality and safety of original parts (brake discs and headlights) as against the damage and risks deriving from the use of non-original replacement parts. The videos will soon be available on Ivecotools. In the first days of the show over 1500 breathalysers were distributed to underline the constant attention Iveco dedicates to the safety of its customers, together with communication materials such as Zoom, the Service Booklet and the new “ANS 24” leaflet.

AWARDS

The Stralis is Truck of the Year

Within just a few months of its launch, the new Stralis Hi-Way has won its first major international award. On the occasion of the inauguration of the 64th Hannover Motor Show, the new STRALIS Hi-Way was voted “International Truck of the Year 2013”, the annual award assigned by 25 journalists from the most important European specialist magazines to the vehicle which – according to the jury – “has made the greatest contribution to road transport efficiency from several different perspectives including: fuel economy; safety; driveability; comfort and a low-environmental “footprint”.

Parts & Services is Truck of the Year too

P&S was in Hannover too, on the Stralis Hi-Way voted Truck of the Year. The Accessories Line played its part by fitting the new heavy vehicle in the Iveco range with mirror covers, rim covers and wheel nut covers in matching colours, together with a series of new interior fittings. A touch of creativity that didn’t pass unnoticed.

MOTOR SHOW

The presence of a key player

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ACCESSORIES

Style and comfort in the front line

The king of the road was crowned in Hannover. And with him, P&S. The satin-finish grey Stralis Hi-Way on show at the centre of the Iveco stand featured numerous style accessories from the Accessories Line. Inside, there was the Hi-Vision kit created with Blaupunkt, the Lavazza espresso coffee machine, the new line of bags designed to optimise the spaces in the cab, the “ambient lighting” system and the embroidered logo mats. But the new Accessories Line wasn’t limited to a mere presence on the most important vehicle at the show; to exhibit the many novelties, an entire area was dedicated to accessories, with a panel featuring the different fabrics and customisations available for enhancing the interior of the Stralis Hi-Way according to taste and category of use. Also, visitors interested in the new Stralis Hi-Way were asked to complete a questionnaire to obtain an objective ranking of potential customers’ impressions of the Accessories Line and a “field-based” check on the fulfilment of market expectations. The results of the survey proved to be interesting and positive.
Reduced running costs with the new Stralis Hi-Way

Attention to customer needs is one of the key aspects of the Iveco sales philosophy. The data gathered by the sales network, for instance, are constantly shared with the platform in order to find appropriate solutions and lower TCO (Total Cost of Ownership), making our vehicles ever more competitive in terms of after-sales management.

With the launch of the new Stralis Hi-Way, numerous innovations have been introduced with the aim of improving Total Cost of Ownership vis-à-vis our competitors. This has been made possible by reducing the cost of some maintenance tasks, thanks to a series of features implemented by P&S in various stages of the vehicle’s development. Amongst these is the new “Green” oil filter, making it possible to change the filter cartridge only – a novelty that has led to a 5% reduction in maintenance costs.

Also, the existing range of available maintenance kits has been reviewed in terms of product and catalogue pricing, with a 7% reduction in PMC contracts.

Finally, the new P&S management process aims to anticipate the availability of parts right from the initial stages of production in order to provide a rapid, efficient service to the customer.