



Axis announces £11m investment in new IVECO Stralis fleet

- 150 Stralis Hi-Way tractor units to be made available by Axis on full service contract hire
- Investment marks start of new business relationship between Axis and IVECO

Basildon, July 14, 2017

Axis Fleet Management has announced investment of more than £11m in new IVECO heavy trucks to support its growing customer base. This will see an initial delivery of 150 Stralis tractor units featuring IVECO's premium two-man Hi-Way cab, which offers maximum comfort for long-distance missions.

The deal marks IVECO's largest heavy truck order in the UK this year and will see Axis offer the vehicles to both existing and new fleets on full service contract hire – funded through IVECO Capital and fleet managed by Axis, with maintenance via IVECO's nationwide dealer network.

Mick Ledden, Managing Director of Axis Fleet Management, says: "The IVECO team has been incredibly proactive to get this order off the ground and into build swiftly. They understood our requirements from the outset, and there's been a genuine desire to work closely together."

The new fleet will be powered by IVECO's Cursor 11 engine, which produces up to 460 hp and 2,150 Nm of torque using IVECO's patented HI-SCR engine technology, which requires neither driver involvement nor downtime from forced regeneration.

HI-SCR offers direct customer benefits including weight reduction, optimised fuel consumption and increased durability thanks to a less complex, yet highly efficient, technology. It also contributes to the Stralis Hi-Way's long service intervals for the diesel particulate filter of up to 600,000km.

Ledden explains: "HI-SCR means greater vehicle productivity for our customers and no application restrictions, which is worth its weight in gold. IVECO has adopted a simple and light solution to Euro VI, and that translates directly into reduced R&M requirements and a better payload capacity for our customers."

Commenting on the order, Stuart Webster, IVECO UK & ROI Business Director, adds: "Axis is focused on managing-out downtime for its customers, so this order clearly reflects the confidence

they have in the Stralis and our unique approach to Euro VI. It's a terrific contract to win, and we're confident we can help Axis deliver genuine added value to its customers."

Axis prides itself on a more accessible approach to providing credit with a contract hire market that is open to a wider customer base than traditional finance houses. The company's personalised style in managing credit applications ensures prompt decisions on new contracts, enabling operators to get required vehicles on the road quicker.

The initial order is comprised entirely of Stralis Hi-Way 460hp 6x2 tractors (AS440S46TX/P) – IVECO's most popular 44-tonner in the UK and designed to offer the lowest total cost of ownership (TCO) to fleets. Axis will also offer other models from across the IVECO range to meet individual fleet requirements.

The first vehicles are being supplied by Bristol-based IVECO dealer Aquila Truck Centres. Axis is also holding a series of ride & drive events to allow fleets to experience the Stralis product in a real-world environment.

Ledden concludes: "We are very excited about our new relationship with IVECO. This initial order is focused on diesel models, but we're also very interested in the Stralis NP (Natural Power). So far as gas trucks go, IVECO tops the premier league in alternative fuels and we love their ethos and commitment to sustainability. We'd be very open to supplying Stralis NP product in the future."

Founded by Executive Chairman Robert J Montague CBE, Oxfordshire-headquartered Axis Fleet Management specialises in long-term contract hire and fleet management, operating more than 3,000 assets including rigid trucks, tractor units and trailers.

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 – 7 tonne vehicle weight segment, the Eurocargo from 6 – 19 tonnes, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tonnes. 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.

To download supporting imagery: <http://gk.news/IVECO>

For further information about IVECO: 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



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