

## Choosing IVECO's Daily range was a 'no brainer' for 1<sup>st</sup> Choice Tool & Plant Hire

*Dealer support key to Greenford-based company switching entire fleet from rival marque to IVECO*

Basildon, August 23, 2018

1<sup>st</sup> Choice Tool & Plant Hire has replaced its entire fleet with 12 new IVECO Daily light commercials, thanks to the manufacturer's extensive vehicle range and strong local dealer support.

The deal for two 3.5-tonne Daily panel vans, plus eight 3.5-tonne and two 7.2-tonne Daily chassis cabs, represents a complete switch to IVECO from a rival marque.

Rob Cox, Managing Director at 1<sup>st</sup> Choice Tool & Plant Hire, says: "We need a rugged vehicle that can handle our day-to-day work, especially as we transport diggers, dumpers and even three-tonne excavators. IVECO proved to us that the Daily is more than up to the task and the whole package they offered made it a no brainer.

"Richard Herman at our local dealer IVECO Retail was fantastic and really got to know our business needs, spending a lot of time with us to make sure we had the best spec'd vehicles for the job and the right maintenance support to match."

All 12 vehicles will deliver construction tools and machinery to customers in London and across the South East of England, offering what the customer describes as an 'unbeatable delivery service'.

Supplied by IVECO Retail in Hayes, five of the 3.5-tonne Daily chassis cabs (35C14) are fitted with dropside bodies and mesh tail-lifts by Ingimex, with the remaining three having plant bodies built by Shawtrack. Each Daily panel van (35S14) has a cargo volume of 10.8m<sup>3</sup> – offering the perfect blend of load carrying capacity for deliveries into the heart of the capital.

Both the 3.5-tonne vans and chassis cabs are powered by a 2.3-litre diesel engine delivering 136 hp and 350 Nm of torque, providing plenty of power for even the most demanding of duties.

The larger 7.2-tonne Daily chassis cabs (72C18), which are also fitted with Shawtrack plant bodies, are powered by a 3.0-litre engine delivering 180 hp and 430 Nm of torque. These vehicles stand out for being the only light commercials on the market to feature a truck-like solid steel load-bearing chassis

made of high strength steel up to 5mm thick. IVECO's high performance QUAD-TOR front suspension on its twin rear wheels also ensures drivers enjoy excellent control in all conditions.

All new vehicles have been supplied with a five-year IVECO Elements repair and maintenance contract, which has been structured to maximise uptime and performance over a long life. All routine work will be carried out at IVECO Retail's site in Hayes, just eight miles from the customer.

In operation five days a week, each vehicle will clock up approximately 35,000 miles a year and remain in service with the customer until 2023.

The IVECO Daily offers the highest gross vehicle weight of any light commercial on the market, combining a payload capacity greater than many 7.5-tonners with excellent manoeuvrability and low operating costs. The range offers the widest line-up in the industry, with gross vehicle weights from 3.5-tonnes to 7.2-tonnes, and cargo volumes from 7.3m<sup>3</sup> to 19.6m<sup>3</sup> on panel vans.

Established in 2006, 1<sup>st</sup> Choice Tool & Plant Hire operates from its main site in Greenford and has a second depot in Park Royal.

## 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](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.flickr.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)