

Eden Caterers opts for most advanced diesel vans on the market

- *Trio of IVECO Daily Blue Power vans selected for central London deliveries*
- *New 3.5-tonners are the first to have been tested and verified for Real Driving Emissions – which anticipates challenging 2020 environmental targets*

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London-based Eden Caterers has taken delivery of three new IVECO Daily Blue Power temperature-controlled vans. It follows a month-long trial with a demonstrator which pitched the vehicle against two competitor brands vying to secure the order.

Acorn Truck Sales won the deal following exceptional praise from drivers for both the Hi-Matic automatic transmission and impressive turning circle – making the Daily a firm favourite for inner-city operations.

The Daily Hi-Matic RDE 2020 Ready 3.5-tonners stand out for being the most advanced diesel light commercials on the market and the first to have been tested and verified for Real Driving Emissions by the Netherlands Organisation for Applied Scientific Research – which anticipates challenging 2020 environmental targets.

Jeremy Redgewell, Director of Operations at Eden Caterers, says: “Our drivers have to deal with central London traffic on a daily basis, so optimum vehicle selection is paramount. These are the first vans we’ve had with an automatic gearbox and our experience with the demonstrator won us over. Our drivers are confident we now have the best vehicles on the market.

“We opted for the special RDE 2020 Ready model because sustainability is at the top of our agenda as a business. These vehicles are the cleanest and most advanced diesel vans available on the market; we know restrictions in the city will only get tougher and this is a positive step in the right direction.”

Each Daily Hi-Matic RDE 2020 Ready (35S14A8) has been built on IVECO’s 3520L wheelbase and converted into a chiller van by Cool Freeze, featuring a GAH refrigerated condenser unit. The specification also includes reversing camera, climate control, sat nav, air-suspended driver’s seat and



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an overhead parcel tray for additional in-cab storage. To aid driver safety, Palfinger tail-lifts help improve the loading and unloading process when making food deliveries in the city.

Designed to provide absolute driving pleasure, IVECO's class-exclusive Hi-Matic eight-speed automatic transmission stands out for changing gear more quickly and precisely than the best driver, needing less than 200 milliseconds for a gear shift when greater acceleration is required. Its proven durability and reliability also helps reduce repair and maintenance costs by 10 per cent versus a standard manual transmission.

Eden Caterers took delivery of its first IVECO Daily vans 18 months ago, with three standard Daily models joining its nine-strong fleet. The arrival of the Daily Blue Power models increase IVECO's share to more than 60 per cent, following a decision by management to target increased reliability from an alternative manufacturer.

All servicing and maintenance work will be carried out by Crayford-based IVECO dealer Acorn Truck Sales, with the light commercials being kept in service until 2027 and expected to cover up to 10,000 miles a year.

IVECO's Daily Blue Power family also includes the Daily Hi-Matic Natural Power and the Daily Electric. Together with the Daily Hi-Matic RDE 2020 Ready, they can access all city centres round the clock, freeing transport operators from the constraints of environmental regulations.

Based in Lambeth, Eden Caterers has been creating food and delivering to corporate events in London and the Home Counties since 1993. It has worked with high-profile customers such as Amazon, BBC, Coca-Cola and Microsoft.

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.

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For further information about the IVECO dealer network: <http://www.IVECO-dealership.co.uk>

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