



Inside Iveco's growth plans for SA

During the over 25 years of local presence, Iveco South Africa has gone from supplying just a single model to offering a solution to every transport need.



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Throughout this period, Iveco has remained committed to manufacturing and making available some of the best commercial vehicles in the local industry.

Fuel efficient trucks, comfortable buses, construction site vehicles and chassis for a wide range of transport vehicle applications all form part of the product offering that has made Iveco a regular on South African roads. We caught up with Martin Liebenberg, MD of Iveco South Africa recently, and wanted to know what the transport industry can expect from Iveco in South Africa. "People do business with people. We can, and we will, get to details of our products and services. However, fundamentally Iveco distinguishes itself in South Africa by being approachable. I personally and regularly speak to and meet with our clients, both big and growing.

"I am not alone in being approachable. Customers and dealers speak directly to the staff responsible for different areas of the business without jumping through hoops and without dodging gatekeepers.

"Our sales and support network partners are not institutional and corporate. All our dealers have personal and family skin in the game, and they attend to clients as the queens and kings that they are in our mutual business. "Most of our franchisees are multi-generational family businesses and investors in the Iveco brand. It is true that customer satisfaction is the lifeblood of business, for IVECO and our dealers nurturing and maintaining strong and personal relationships with clients is an existential imperative."

Iveco is unique in South Africa's CV market in that they offer the full range of commercial vehicles from 3.5 ton GVM to over 120 ton GCM capacities across body variants that include panel vans, rigids and tractors. So, does this mean that Iveco aims to be "all things to everyone"?

Not at all. It is true that we have the most diverse and comprehensive product lineup under a single brand of any manufacturer in our market. This decision and business philosophy is a direct result of considering our relative



Kreupelbosch Boerdery Delivery



strengths and the firm belief that we add great value in the segments in which we compete. The Iveco Daily is our medium commercial vehicle offering. The Daily is extremely versatile, coming in panel van, minibus, and chassis cab variants.

The Daily is positioned to support operators who cover longer distances and for whom fuel economy and vehicle availability are key success factors.

Our tests and benchmark projects confirm best in class fuel economy and our standard 2-year unlimited mileage warranty combined with a 30,000km service interval ensure best in class vehicle availability.

In the heavy commercial vehicle segment, we concentrate primarily on challenging off-road missions where vehicle performance is absolutely critical. For instance, a fire can set a forestry back by twenty years or more. When choosing a fire fighting truck, there is no room for compromise in such a situation and our 4x4 Eurocargo model has stood the test of time and clearly stands out amongst available options.

In 2022 we updated our flagship model, replacing the trusted Stralis with its successor; the gorgeous and capable Iveco S-Way. In heavy long-haul operations, the S-way holds its own and is even the best in specific missions.

Coupled with our personal approach and support to clients, it is a clear winner. Sometimes, though, heavy loads need to be moved where there are no roads or where the road is less travelled. If there is heavy work to be done in such a challenging environment and if there is a will to do the work, then we have the way to do that work; the IVECO T-Way."

Trucks contain components that wear and fail. How does Iveco support customers post sale?

I mentioned earlier that we take a very personal and relational approach to our client relationships. This approach is even more pronounced in our after-sales organisation. We have 26 strategically located dealers and service points in South Africa.

We also have a strong regional representation to support our clients who run cross-border operations with 17 sales and/or service points in the region. We coordinate their efforts with a dedicated uptime team and 24/7 call centre.

We understand that we cannot succeed if our clients do not succeed. We understand that our clients cannot succeed if we do not keep their wheels turning. Occasionally we may get it wrong, but I believe that communication is key, and we pride ourselves in our ability and commitment to work with and communicate with our clients. We may not be transporters, but we are joined at the hip with our transporting clients.

The buzz today is about green technology and decarbonisation. What is your approach to this topic?

Our parent company in Italy is a global leader in alternative traction technologies. Iveco is the undisputed leader in Europe with respect to gas propulsion, both natural gas and biomethane. The latter even has a negative carbon footprint! Electric mobility is also part of our multi-energy approach with battery electric



Martin Liebenberg

favoured for short to medium range and duty and fuel cell electric traction favoured for heavy and long-haul applications. In South Africa, we are conscious of our electricity challenges, and we are focussing on gas propulsion.

We have successfully trial gas propulsion locally, recording some sales, and we are expanding our pilot test project. Due to limited gas refuelling infrastructure in South Africa, at present, commercial application is limited to short range work where the vehicle returns or runs past a refuelling station at a regular interval.

We are excited about the value we can offer in this space, and we are confident that we will emerge as a top player in alternative traction, after all Iveco enjoys more than 50% market share in gas propulsion in Europe." ♦

Gregory Simpson

IVECO
Drive the road of change



**SAVE R1 per km
in fuel costs.
DAILY**

For businesses looking to operate sustainably and profitably, the IVECO Daily's versatility makes it a complete transport solution, with a key focus on fuel efficiency, driver comfort, and varying capacities. Every km counts.



Scan here to find out more about the IVECO Daily Van.



Change Your Business Perspective With the IVECO Daily Van Advantage

For businesses looking to operate sustainably and profitably, the IVECO Daily Van's versatility makes it a complete transport solution, with a key focus on fuel efficiency, driver comfort, and varying capacities.

Renowned as the most versatile commercial vehicle in its class, the IVECO Daily Van stands out as a leader among its counterparts. In the competitive logistics and transportation industry, it has become a trusted vehicle partner specially engineered and designed to meet your business needs. According to IVECO South Africa's Product Marketing Manager, Elvis Mutseura, "IVECO's engineers have paid meticulous attention to detail to make sure that you have the lowest possible operating costs."

Every Kilometre Counts – You Do the Math

In an industry where every kilometre counts, the Daily sets a new standard for cost-effective operations. While the industry standard sits at about 4.5 to 4.9 kilometres per litre, the Daily has an impressive average of about 8.9 kilometres per litre for the panel van and 6.7 kilometres per litre for the chassis cab, carrying significant payloads between Johannesburg and Durban. This could save your business at least one rand per kilometre in fuel costs!

These numbers aren't just bold claims, they're backed by extensive and independently verified tests conducted in South African conditions, with South African drivers. This means that you can confidently invest in a fleet that drives both productivity and profitability.

Driver Comfort Takes the Front Seat

The Daily puts a comfortable and ergonomic driving experience at the forefront, which is important when completing long-distance trips. The driver's seat, equipped with memory foam and suspension, ensures a fatigue-free journey so drivers remain alert and their senses heightened throughout the journey. The steering wheel controls also allow drivers to stay connected and in touch with the office without compromising their safety or taking their eyes off the road. Mutseura adds, "All of our vehicles come with driver and passenger side airbags; air conditioning is standard, as is the radio. For the driver's added convenience, we have plenty of storage right under the passenger seat. You can just pop the seats open, load your luggage in there, and close it."

Versatility in Payload Volume Capacities

The IVECO panel vans come in different sizes, from 9m³ of volume capacity to 20m³ of volume capacity. However, IVECO South Africa typically stocks the 11m³, 16m³, 18m³, and 20m³ volume capacities. "There is so much more to the Daily range. We have a range that looks at panel vans and chassis cabs. On the panel van, we go from 3.5-tonne to 7.2-tonne gross vehicle mass (GVM) and from a payload volume capacity of 11m³ up to 20m³. On the chassis cab, we have a 7.2 tonne GVM unit which gives you a chassis carrying capacity of 4.5 tonnes," says Mutseura.

In addition to the above, the Daily has an array of innovative features, such as 270-degree door openings for panel vans. This is especially useful for deliveries and when drivers find themselves in tight spaces.

Visit an IVECO dealership to enquire about adding the Daily Van to your fleet.

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