IVECO

Press Release

IVECO Korea launches nationwide roadshow for new IVECO X-Way heavy-duty cargo truck

- **The IVECO X-Way Roadshow will run from April 3 to 10, covering four regions across the country**
- **The roadshow will provide the opportunity to experience the IVECO X-Way at 10 strategic locations such as logistics centers, rest areas and ports, where customers working in the heavy-duty on-road transportation sector are concentrated**

[Gwangju, April 4, 2023]

IVECO, a brand of Iveco Group, is launching a nationwide roadshow for its **IVECO X-Way** heavy-duty truck that will run in four different regions from April 3 to April 10.

This event is being organized to expand the presence of the IVECO X-Way in the heavy-duty cargo segment. With this roadshow events at strategic locations such as logistics centers, rest areas and ports, IVECO Korea team will be demonstrating the unique and innovative features of X-Way range to the customers working in the heavy-duty on-road transportation sector.

The IVECO X-Way roadshow will be held at 10 major locations in four different areas starting with Gwangju/Jeonnam area on April 3, followed by and Jeonbuk/Chungnam area (April 4 to 5), Gyeongbuk area (April 6 to 7), Daegu/Gyeongbuk area and Busan/Ulsan/Gyeongnam area (April 8 to 10).

IVECO X-Way 10x4 chassis has been exclusively designed for the Korean market to meet the increasing demand and to offer the biggest payload in the industrial logistics segment with excellent fuel efficiency, safety, and comfort on the road. 570 hp Cursor 13 engine with the perfect match of Hi-Tronix 12-speed auto gearbox will be displayed at the event, also with the IVECO X-WAY 510hp 6X4 cargo.

During the roadshow events, customers will also have access to detailed information on current attractive promotions and customized packages and IVECO's exclusive know-how for maintaining lower Total Cost of Ownership (TCO) and optimal driving conditions.

"IVECO X-Way is the brand's strategic heavy-duty cargo truck model focused on increasing our customers' profitability and business competitiveness, as well as the driver's quality of life on board. What we are offering to our customers is to drive the road of change," stated Jeongsik Choi, General Manager of IVECO Korea. "We will continue to introduce our brand and products to the domestic market by visiting the places where our customers are."

IVECO Korea
8, Pyeongdong-ro 913beon-gil, Gwangsan-gu, Gwangju, Republic of Korea

www.iveco.com/southkorea/

Detailed information regarding the IVECO X-Way roadshow can be found on IVECO's official website and the brand's official Kakao channel.

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