

Press Release

IVECO raises the bar: a new generation of vehicles and services for drivers and fleets

- *With the 2026 range, IVECO introduces a new generation of vehicles designed to lower TCO, enhance driver comfort and deliver measurable efficiency gains from day one.*
- *A fully redesigned service offering gives fleet operators greater control over costs, operations and uptime, improving predictability and business continuity.*
- *From an enhanced network to driver-focused initiatives including the IVECO Fidelity Club and IVECO Academy, the brand is evolving from vehicle manufacturer to long-term mobility partner.*

Turin, 3 July 2026

IVECO is presenting its latest vehicle range and service offer at **IVECO Experience 2026**, taking place in Turin from 1 to 4 July. More than a product launch, the event marks a step forward in the brand's journey: positioning itself not just as a vehicle manufacturer, but as a true premium partner to the people who keep goods, businesses and communities moving. That vision has a name – *Spirito in Movimento*.

"The new IVECO Model Year 2026 range is the result of listening carefully to drivers and fleet operators. We are not just raising the standard on the vehicle, but across the entire experience. From the cab to the service network, every element has been designed to deliver real, measurable value to our customers, making operations more efficient, more predictable and more human," said **Luca Sra, President, Business Unit Truck, Iveco Group**.

An ecosystem of solutions that enables every journey

For a fleet operator, the decision to invest in a new vehicle starts with a simple question: what will it cost to run? IVECO's response is an **integrated and seamless ecosystem** built around customer needs. It brings together vehicles, connectivity, services and financing into a single, coherent offer.

The Total Cost of Ownership Calculator is the tool designed to give fleet operators and drivers more control and less to worry about thanks to a clear, data-driven view.

These insights are brought to life by the real-world performance of the latest IVECO S-Way. Delivering up to 11% fuel savings, the vehicle builds on the significant efficiency gains achieved with the Model Year 24, driven by the combination of the xCursor 13 engine, an optimised driveline, improved

aerodynamics and enhanced predictive driving features—further refined through new enhancements across the entire vehicle system.

On the safety front, the vehicle is fully compliant with the latest General Safety Regulation requirements. The Advanced Driver Distraction Warning (ADDW) system monitors eye and head movements to detect signs of fatigue, helping drivers maintain focus. In addition, Highway Assist ensures the truck remains safely within its lane, contributing to enhanced driving stability and safety.

To maximise customer benefits over time, **IVECO ON** helps keep fleets running efficiently. The portal – redesigned from the ground up in collaboration with **frog** and recognised with the prestigious iF Design Award 2026 – gives operators a single view of their entire fleet: vehicle health, driving behaviours, fuel consumption, charge status of electric vehicles and latest location. Beyond monitoring, it suggests concrete actions to reduce consumption, improve driving style and increase efficiency. The system, developed in collaboration with **Accenture**, enables to continuously monitor data with dynamic reports, helping customers make decisions that further improve profitability.

Integrated solutions to optimise performance and cost efficiency

The ecosystem comes together in a bundle offering for the new generation vehicles designed to reduce total cost of ownership over time, including:

- **Professional Fuel Advising** monitors consumption continuously, providing fleet managers and drivers with a dedicated consultancy based on regular reports on spending and driving style, personalised targets and improvement tips.
- **Uptime Monitoring** detects issues before they can impact daily business. Data from key vehicle components is monitored and analysed, and if something looks anomalous, the customer is alerted to plan the stop in advance, before a breakdown occurs. This proven system has already demonstrated a 24% reduction in unexpected downtime for IVECO customers worldwide.
- **The Mobility Service Card** offers a single payment solution for fleet managers, consolidating key fleet expenses such as fuel, tolls, parking and vehicle washing. Developed in partnership with Eurowag, it offers competitive fuel prices, consolidated invoicing and full spending control via app and web portal.

Flexibility extends to how a vehicle is acquired. **IVECO CAPITAL** now provides financing with a simplified and customised credit access process for key account customers, making it easier to invest in the new generation. For those who prefer more flexible formulas, **RENTIVE** is IVECO's long-term rental

solution for diesel and gas ranges, complementing the already available GATE offer for electric vehicles with a pay-per-use formula. RENTIVE covers unlimited tyres and provides insurance, roadside assistance and premium maintenance through the official dealer network. Currently available in Italy, with France, Spain and other markets to follow.

Engineered for the customer, designed for the driver

Beyond efficiency, the new generation also focuses on the people who use the vehicle every day—bringing comfort, usability and digital innovation to the forefront of the driving experience.

When drivers step inside the cab, they find not just a cockpit, but an office, a rest space and a home away from home. The driving position offers a car-like experience, with a compact 450mm steering wheel that adjusts to a wider range of positions and raises vertically for easy entry and exit. A reconfigurable TFT instrument cluster and a 10" touchscreen sit clearly within reach.

Rest time is treated with equal care. The night area offers three mattress options to suit different comfort preferences, and a microwave, coffee machine and television are available as part of the accessories line. A dedicated button activates the external cameras, letting drivers check their surroundings from inside the cab during a night stop.

Born connected, built to evolve

Every vehicle of the new generation is designed to receive over-the-air software updates and is fully prepared for the integration of future digital services.

Through the new **IVECO App Store**, drivers can access a curated selection of digital tools and services directly from the in-cab interface. This platform is developed entirely in-house by IVECO and is seamlessly integrated into the vehicle's infotainment system.

The App Store features IVECO's own applications and is also open to third-party partners. IVECO is in advanced discussions with technology partners, large fleet operators and body-builders interested in integrating their own productivity tools into the platform, with further applications expected to follow.

The **IVECO Easy Apps** extend that connectivity to the drivers' smartphone. The mobile app designed for the IVECO heavy-duty range is now faster and more intuitive following a full redesign based on driver feedback. It allows remote scheduling of cabin heating and cooling, access to mission details, a simplified pre-departure checklist and management of over-the-air updates.

Unlimited configuration to meet any mission, to reflect every identity

Vehicle configuration reaches a new level of flexibility, with up to 32,000 possible configurations enabling customers to select the solution that best meets their specific operational needs.

This is complemented by an extensive range of personalisation options, with up to 100 combinations across colours and finishes, including eight front grille options.

For those seeking a more refined experience, the premium versions offer exclusive features such as a leather dashboard, carbon-look detailing, and heated and ventilated leather seats. A signature touch of Italian identity is expressed through the presence of the Italian flag on the dashboard and doors.

A new signature colour, the same Italian soul

A single, signature colour now defines the entire IVECO range, creating a strong and cohesive visual identity. More than an aesthetic choice, **IVECO Metallic Grey** expresses belonging, confidence and ambition, embodying the brand's Italian heritage – where function, elegance and style converge.

This refined foundation is enhanced by purposeful colour accents: red for diesel and gas vehicles, symbolising energy, performance and passion; and blue for electric models, representing innovation, efficiency and sustainable mobility. On the road, this identity conveys strength, reliability and understated elegance – an expression of IVECO's commitment to advanced engineering, driver-centric innovation and timeless Italian design.

On the road: a network that never stands still

For customers, downtime means a missed delivery, a delayed job and direct costs. IVECO's service network is designed to predict needs, respond quickly and minimise time off the road.

With more than 400 dealers and 2,300 service points worldwide, IVECO ensures a highly responsive and widespread support structure.

Among these, over **340** are **Heavy Duty Truck Centres of Excellence**, strategically located along the main transport corridors across 25 countries. These certified service points offer a fast-lane service to minimise waiting times, highly qualified technicians and priority parts availability for critical vehicle components. Their comprehensive offer covers trailers, tyres, bodywork and AdBlue, and when required, a replacement truck keeps operations running during repairs.

Behind every connected IVECO vehicle stands a global support infrastructure operating 24/7. The **Customer Uptime Centre** – handling over 5 million contacts annually – focuses on preventing downtime through continuous monitoring of vehicle health, performance and component behaviour.

With six locations worldwide, supporting customers in 68 countries and more than 30 languages, the Centre intervenes before a fault escalates into a breakdown, coordinates the nearest service point and

continuously improves its response through data-driven insights. The result is maximised vehicle availability and full operational control for fleet operators.

IVECO's service model has evolved from reactive to fully predictive. While operations initially focused on resolving issues as they arose, connectivity introduced a proactive model, enabling early intervention, and planned stops.

Today, with more than 200,000 connected vehicles, continuous data flows – ranging from diagnostics to performance and usage patterns – are analysed by advanced algorithms to detect anomalies at an early stage. This enables potential issues to be addressed before impacting operations, setting a new benchmark in uptime, efficiency and customer support.

The newly introduced **GeoTrack** feature extends that visibility to vehicles already in the workshop, providing real-time insight into where their vehicle is in the repair process and when it will be back on the road. The tool tracks the full-service journey – arrival, activity and departure – combining geofencing signals, diagnostics and service case data.

The **Fast Track** service adds another layer of certainty. It guarantees a preliminary diagnosis within two hours and a clear estimate of repair time, so customers can plan ahead, organise a replacement vehicle if needed and stay fully in control of their operations.

For large fleets and customers with critical uptime needs, the **Mobile Workshop** offers flexibility and less disruption to their daily operations. Trained technicians come directly to the customer's premises to carry out planned activities, including software updates, diagnostics, light maintenance and pre-delivery inspections.

Beyond the route: investing in drivers for the long term

IVECO's commitment to drivers extends well beyond the vehicle. Two initiatives reflect a longer-term ambition: to support the people behind the wheel as professionals, and to build a community around them.

The **IVECO Fidelity Club** is the loyalty programme which turns good driving into an engaging, ongoing experience. Drivers take on personal missions, earn badges and track their progress towards safer, more sustainable habits with direct impacts on fuel consumption and operating costs. Focused on self-improvement, the loyalty programme combines individual challenges, clear objectives and continuous motivation tailored to each driver's journey.

Pioneered by IVECO in 2023, it will extend to electric vehicles from September, alongside a redesigned rewards catalogue featuring dedicated discounts and more flexible redemption options. More than a rewards scheme, it fosters a sense of community, where progress is shared and drivers feel part of the IVECO family.

IVECO Academy builds on that same spirit. The brand's structured training programme now extends to drivers, placing a strong emphasis on practical support for those behind the wheel. Training focuses on areas such as safety, fuel efficiency and driving performance, helping drivers build skills that can improve day-to-day operations and lower costs. The Academy is designed as a continuous learning resource that grows with drivers throughout their careers.

For IVECO, the relationship with customers and drivers is an ongoing commitment to be present, anticipate needs and take care of people who share the road with the brand every day.

IVECO

IVECO is a brand of Iveco Group designing, manufacturing and marketing a full range of light, medium and heavy commercial vehicles for a wide variety of applications.

Guided by its "Spirito in Movimento", IVECO is evolving from a vehicle manufacturer into a true mobility partner, placing quality, customer experience and a human-centric approach to innovation at the core of everything it does. This vision is brought to life through three pillars: Motion by Design, expressing engineering excellence and distinctive Italian design; Motion through Experience, enabling a seamless and connected ecosystem of vehicles and services; and Motion as Family, reflecting IVECO's commitment to staying close to customers, drivers and partners throughout their journey.

With a global network of over 2,300 service points, IVECO ensures consistent support, high service quality and uptime wherever its vehicles operate, standing by its customers and drivers at every step of their journey.

Rooted in its Italian heritage, IVECO combines engineering excellence with design, performance and attention to detail, shaping mobility solutions that are efficient, distinctive and built around people.

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