

## SHB Hire expands its fleet with New Daily and Eurocargo order

Watford, February 27, 2015

National vehicle hire and management company SHB Hire has updated its fleet following a major intake of new Iveco vehicles spanning the 3.5, 5.2, 7.0, 7.5, 12 and 18 tonne sectors. The company is in the process of taking delivery of 150 New Dailys and 93 Eurocargos, which began entering service just weeks after New Daily was crowned International Van of the Year 2015.

The family owned business, which maintains a fleet of 13,500 vehicles, has been operating for nearly 50 years and is a major provider to the local government, facilities management, highways and utilities markets.

Jim Bullock, from SHB's Vehicle Purchasing Team, says: "We've been able to see first-hand why the New Daily won International Van of the Year 2015 – it's a thoroughly modern vehicle and we expect it to prove popular with our customers."

The New Daily is ideal for SHB Hire's long term and short term rental fleets with Iveco offering a three year unlimited mileage manufacturer's warranty to fleet customers. Similarly, the Euro VI Eurocargo line-up is supported by a comprehensive two year / 200,000 mile\* manufacturer's warranty.

Bullock explains why this is important to the business: "We want vehicles which will spend the least amount of time in the workshop as possible, which translates into the minimum disruption for our customers. Both New Daily and the latest Eurocargo range benefit from extended service intervals, an excellent warranty package and proven driveline technology, which in turn helps to keep downtime to a minimum."

SHB Hire's customers can now enjoy the benefits of an advanced vehicle stability control system and an impressive turning circle with New Daily, making it ideal for restricted urban environments.

Bullock continues: "We always want to provide the best possible vehicles for those who hire from us. Early customer feedback has reinforced how impressed customers are with the New Daily package."

SHB Hire has also received positive feedback from their customers for the Eurocargos which have entered their fleet. Each new Euro VI Eurocargo features a high efficiency SCR (HI-SCR) system



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which decreases NOx emissions by more than 95 per cent. This SCR-only system utilises clean air to maximise combustion efficiency and minimise particulate matter without the use of EGR.

Derek Lewis, National Truck Fleet Manager for SHB Hire, says: “We have worked with Iveco for a long time and the Eurocargo has proven to be a great all-round vehicle, and particularly at home in busy urban areas. The tried and tested approach Iveco have used with their SCR system gives us absolute confidence in the reliability of their Euro VI engines.”

SHB Hire is based in Romsey, Hampshire, but operates from 14 key rental locations across the UK. Its portfolio includes vehicles ranging from cars and light commercials to heavy trucks and plant. SHB Hire has the largest 4x4 hire fleet in Europe as well as the biggest selection of tippers, crane lorries, utility vehicles and golf buggies in the country.

ends

*\*whichever occurs first*

## 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 – 16 tonnes, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tonnes. In addition, with the brand Iveco Astra, builds mining and construction vehicles, rigid and articulated dump trucks and speciality 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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