

Press Release

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IVECO flexes off-road muscle with 2023 Dakar Rally domination

IVECO has capped off a hugely successful 2023 Dakar Rally campaign with experienced Dutch driver Janus van Kasteren piloting the Boss Machinery De Rooy IVECO Powerstar to victory in an event that covered over 8500 kilometres over 14 grueling stages, in some of the world's most difficult conditions.

The 45th installment of the race also saw Euro1 Team De Rooy entrants Martin van den Brink and Mitchel van den Brink guide their respective IVECO Powerstar race trucks into third and fourth places. The three vehicles were all powered by high output FPT (Fiat Powertrain) 13 litre engines capable of reliably producing over 900 horsepower.

IVECO's strong Dakar Rally performance this year expands the brand's impressive legacy in the event which also included wins in 2016 and 2012 along with many podium finishes, a testament to the manufacturer's strength and reliability.

IVECO ANZ Managing Director, Michael May, said IVECO's off-road range boasted a tremendous pedigree, with advancements and testing gained in the theatre of competition filtering through to local showroom models.

"Participation and ongoing success in the Dakar Rally confirm the reliability of IVECO trucks and the brand's commitment to research, development and testing in extreme environments," Mr May said.

"IVECO has one of the strongest off-road ranges available in Australia, with buyers able to choose from a wide selection of vehicles spanning the light, medium and heavy-duty weight classes."

“A further connection exists between the race vehicles and IVECO ANZ in the ‘Powerstar’ nameplate – Powerstar was a road-going model developed in Australia and the truck’s distinctive sloping bonnet is still being used on the Powerstar racing trucks.”

The IVECO off-road range begins with the Daily 4x4 with 7t GVM and extends to the medium duty Eurocargo 4x4 at 15t GVM, which is a favourite platform for emergency service work.

For heavier duty applications up to 33t GVM, there’s the Trakker 4x4 and 6x6 range which is ideal for mining and exploration work, while the Astra 6x6 and 8x8 models offer GVMs of up to 48t, making them ideal for off-road tipper duties, along with drilling and exploration.

Mr May said that IVECO’s Dakar Rally win would continue to raise the profile of IVECO’s off-road models.

“IVECO is gaining a stellar reputation in demanding off-road motorsports and local buyers of our trucks should be buoyed in the knowledge that our vehicles are making an impact and proving themselves in the World’s toughest environments.

“We’re also looking forward to bolstering our off-highway offerings later in the year with the introduction of the new T-WAY.”

OVERALL PLACEMENTS – DAKAR 2023

Janus van Kasteren jr – Winner: Boss Machinery De Rooy IVECO Powerstar

Martin van den Brink – Third: Eurol team De Rooy IVECO Powerstar

Mitchel van den Brink – Fourth: Eurol team De Rooy IVECO Powerstar

ends

Iveco in Australia

IVECO is a proud manufacturer and importer of commercial vehicles spanning the light, medium and heavy duty truck segments and also has a range of minibuses. The commercial vehicle range includes on and off-road models from car licence vans through to prime movers rated up to 70 tonnes GCM. All models are designed and tested to meet Australia's demanding operating requirements. The extensive product line-up includes Daily, Eurocargo, ACCO, Stralis, X-Way, Trakker and Astra models. IVECO vehicles are supported in Australia by a dedicated network of over 60 dealerships and parts and service outlets strategically located nationwide, offering aftersales services that include extended warranties, breakdown support packages and personalised maintenance contracts.

For further information about IVECO Australia: www.iveco.com.au

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