



Mexico, better market for the Irizar Group

In 2016 over 1,000 units will be delivered in Mexico, thus strengthening its position as the leading market of the Irizar Group.

It has not even been a year since the release of the Irizar i8 in Mexico and it has already positioned itself as the undisputed leader in the luxury segment following the large volume of confirmed orders to date and its presence in major luxury transportation services in Mexico .

Following the challenge involved in the development and simultaneous release of the i8 in Europe and Mexico, thus demonstrating the relevance of the Mexican market in the Irizar Group's strategy, the firm commitment to the Mexican market has been rewarded with the great success of the new model and the recognition of our customers in Mexico.



Irizar brand integral coaches

The Mexico plant is the second, after Irizar Ormaiztegui, to begin production of integral coaches. Thus, the Irizar i8 model was introduced in Mexico in its integral version, demonstrating clearly the technological capacity of the plant for the manufacture and servicing of integral coaches

This is a hugely important strategic step in a market of key importance for the brand where, from this year, it will be possible for customers wishing to obtain integral coaches to do so through Irizar.

Currently the supply of integral coaches has expanded because, following testing of the durability of the i6 integral model, this is already available on the market. We are therefore moving ahead with the strategy of strengthening the Irizar brand in Mexico with products of high added value in technology and reliability.

Following the phases of product approval, the first units of the integral Irizar i8 have already been delivered to customers and have travelled many thousands of kilometres throughout Mexico with very satisfactory results.

The main advantages of the integral coach are its dynamic behaviour, comfort and fuel economy, key factors in the decisions of Mexican coach companies.

The technological improvements introduced in the i8, a more comfortable interior for passengers, with luxury finishes and specific enhancements to the driver's position, makes the i8 the most profitable coach for Mexican transporters, both for the reliability that it offers operators and the passenger safety and comfort it provides.

With the success of this model, Irizar reaffirms its position as the undisputed market leader, providing a product range that is perfectly tailored to the needs of Mexican companies and with the i8 as the ultimate expression of our brand values, such as safety, reliability, comfort and profitability.